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Mac ADDICT 13

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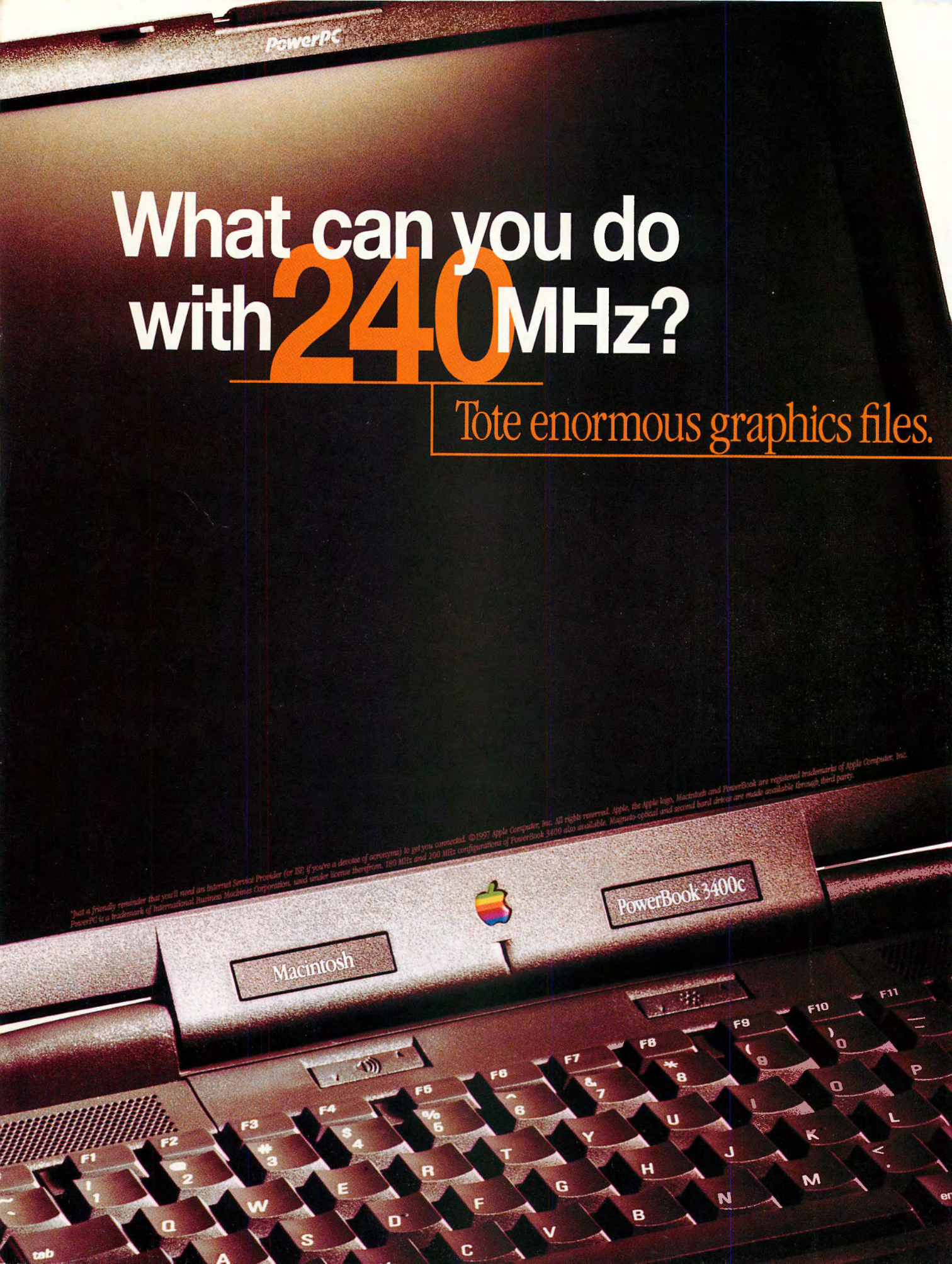
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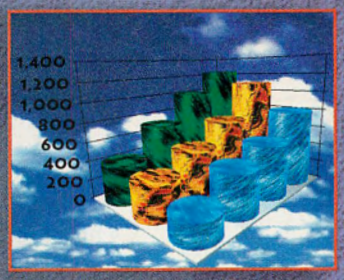


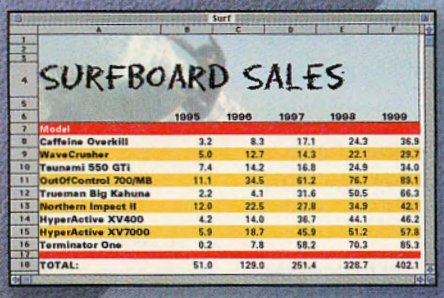
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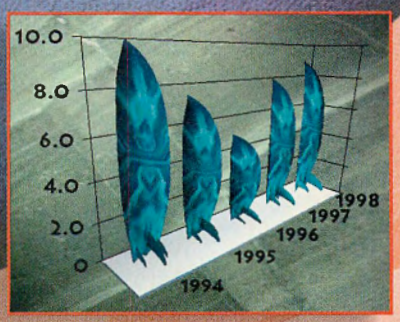


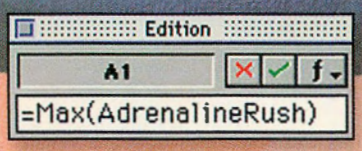


Model	1995	1996	1997	1998	1999
Caffeine Overkill	3.2	8.3	17.1	24.3	36.9
WaveCrusher	5.0	12.7	14.3	22.1	29.7
Tsunami 550 GTi	7.4	14.2	16.8	24.9	34.0
OutOfControl 700/MB	11.1	24.5	61.2	76.7	89.1
Trueman Big Kahuna	2.2	4.1	31.6	50.5	66.3
Northern Impact II	12.0	22.5	27.8	34.9	42.1
HyperActive XV400	4.2	14.0	36.7	44.1	46.2
HyperActive XV7000	5.9	18.7	45.9	51.2	57.8
Terminator One	0.2	7.8	58.2	70.3	85.3
TOTAL:	51.0	129.0	251.4	328.7	402.1

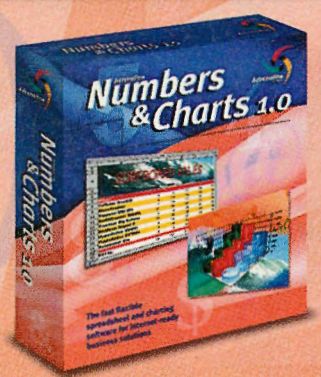
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- System 7.5.3 or later
- 16 MB of physical RAM
- 5 MB of hard disk space

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Talk to the hand, 'cause the face don't understand.

SEPTEMBER 1997

Mac ADDICT 13

highlights

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Connect the dots to keep your Macs!



Eye know you're in there. Spot the enemy and conquer.

how to

84 Create Fancy Style Sheets
Learn to create Web pages that look as though they were designed in QuarkXpress using only HTML. Here's our step-by-step guide.



Is that a hand or a hoof? Gallop over to page 50 to find out.

The "Fist of Resistance" was drawn by Ken Bousquet in Adobe Illustrator and imported into a 32 pixel grid in Adobe Photoshop.





Careful, you'll put your eye out with that thing.

Heh, heh. Wade said gun. Heh, heh. We like guns.



every month

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online

http://www.macaddict.com

17 Introducing our new Mac ammo site! Want ammo to prove that PCs are not cheaper or faster than Macs? Go here. Want to find out which vendors are long-time Mac supporters? Go here. Want to hear (or submit) stories of bravery and success in the face of hostile forces?...you get the idea.

MacADDICT

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Word of the day: agitprop. Get more champagne (cold would be nice). Hey Ken, where'd you get those orange balls? What's the upgrade cost for boyfriend 3.1?



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Mac OS

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What a difference 8 makes.

apple

editor's note

With the unveiling of *MacAddict* 13, we celebrate a year of publishing.

Did you notice the number 13 on the front cover of this issue? Although some folks might consider that an unlucky number, we find it pretty darn exciting—it denotes our first anniversary issue. Now some of you may argue that issue 12 should have been our one-year anniversary issue, and, well, heck, that's an argument we had ourselves. We might have been more tempted to make the last issue (August) our anniversary issue except for one thing—the main story was about Mac OS 8, an event far more compelling than even our first birthday party. Besides, you can't really celebrate a year of publishing a magazine until you've actually published a year's worth of issues.



THE HIGHLY FOCUSED, AWARD-WINNING *MACADDICT* TEAM, from left to right, top row to bottom: Tom Hale, Judy Lewenthal, Adam Vanderhoof, Ken Bousquet, Nikki Echler, Mark Simmons, David Reynolds, Kathy Tafel, Wade Albright, Dan Turner, and Cheryl England. We'll try harder to look at the camera next year.

To all of us here at *MacAddict,* the year has flown by more quickly than 12 months should, and yet it seems that we've been around forever. The first issue of *MacAddict* was greeted with an enthusiasm that none of us expected and that I personally found frightening. What if the next issues didn't live up to the expectations created by the first one? Several of you wrote to us, asking that question—how can you possibly top the first issue? What's left to do? Fortunately, the Mac is the perfect breeding ground for ideas.

Since that first issue, we've stuck to our basic format but have changed a variety of things based on your suggestions. For example, we've started numbering each CD individually (hey, Don Bowman—thanks for the happy yellow thank-you note!), we've changed the black background of the Disc Pages to make them easier to read, and we've redesigned the Web site to make it easier to navigate. We've also added new items—the This Old Mac series and our Web network of 14 top Mac sites are highlights among them.

We've also had our share of success. The Computer Press Association, a nonprofit group representing the media that cover computer technology, voted *MacAddict* the Best Overall Magazine for 1996—the year in which we debuted, with only four published issues. Runners-up included *Business Week* and *FamilyPC.* In addition, John Willis and Alex Kimbel each started a *MacAddict* fan club(!), we've received record numbers of positive—and hilarious—letters from readers, and subscriptions continue to grow rapidly, from zero at the time of our premiere issue to 140,000 now.

Yet, we still have much to do. For example, we'll begin including an index for both the magazine and The Disc on the CD, and we're working on ways to test The Disc better. Plus you'll see a lot of cool things from us in the upcoming year. We're not going to say exactly what right now, but we're certainly thinking beyond the realms of traditional print.

The best news, however, is buried under this layer of "what we've done, what we plan to do" verbiage. It's that we're all still very much in love with our Macs and very upbeat about both their future and ours. We've got energy to spare when it comes to our Macs, and we'll continue to share that energy with you. Now it's up to you to share that energy with others; we made our special anniversary issue to help you do just that. *—Cheryl England*

The Gilbert Amelio Saga

Just as we were going to press, Apple's CEO Gilbert Amelio resigned. While we were early supporters of Dr. Gil—indeed our first issue listed the top 35 good things Amelio had done for Apple—we began to realize as time went on that Amelio was not the man to lead Apple through the tough times. Here are the top 10 things—good and bad—we think Amelio will be remembered for.

1. Clones. Mac OS licensing efforts had begun before Amelio's tenure, but he gets credit for pushing the matter.

2. January 1997 Expo speech. A long, rambling speech at Macworld expo left the press angry, consumers frustrated, and developers confused. Where did that strong leader go?

3. Layoffs. Repeated rounds of layoffs helped bring Apple's costs in line, but at the expense of employee morale.

4. Large salary. Despite layoffs and Apple's poor financial performance, Amelio still collected the several million in pay, bonuses, and severance.

5. Purchasing NeXT. Amelio sowed the seeds for Apple's future.

6. Bringing Jobs and Woz back. Bringing back Jobs may have been Amelio's undoing, but it may also have saved the Mac.

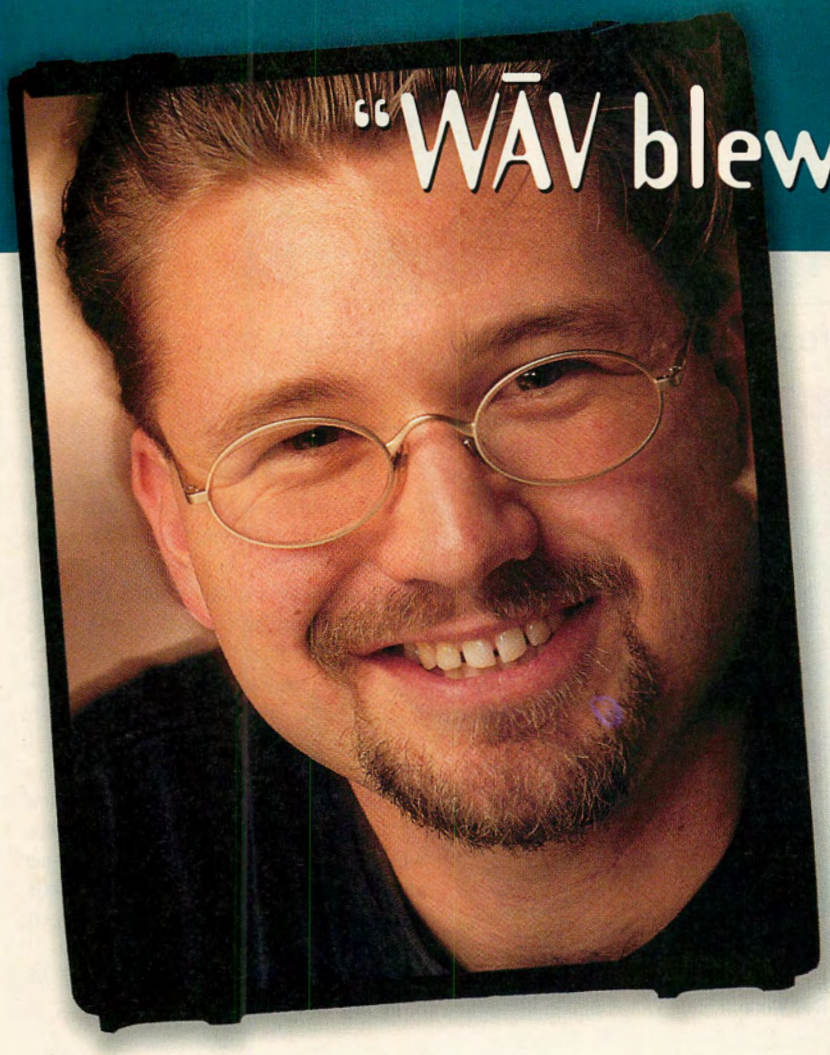
7. Twentieth Anniversary Mac. A grand idea, but the product flopped.

8. The turnaround artist who failed. After reviving National Semiconductor, Amelio was named a turnaround artist. Apple's stock was at an all-time low when he resigned.

9. Focusing Apple. Amelio cut projects, cut staff and forced Apple to focus on what was of top importance.

10. Wearing a tie. At first, Amelio insisted on wearing a tie—the symbol of the adult management he was trying to instill in Apple. In the end, when it was too late, Amelio dropped the tie.

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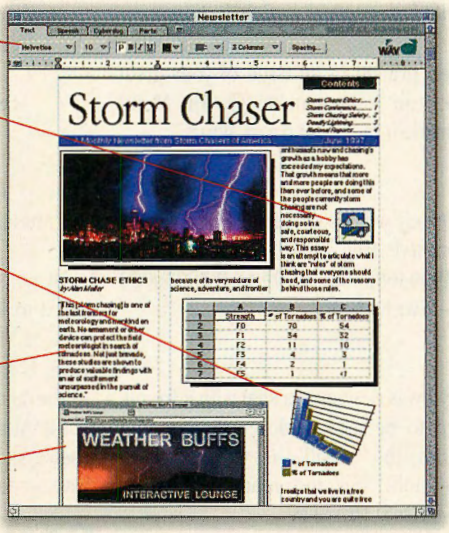


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letters

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That's Really Mean

About PC users: Can't we strap them into chairs and force them to watch Bob Dole dance in an ill-fitting pink lace teddy while singing "Happy Birthday, Mr. President"? Or is that pushing it? —Edward Valenzuela

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Doubtful

If I build a Web page...will they come??? —Ron Wood

No

Am I in the Letters page? —Carl R. Konkel

If this gets printed in an issue of your great magazine, can I say something? "Hi, Mom! I finally made it big!" —Stephen Willis

Nil

Approximately what is the chance of my letter getting printed? 1947439467394649567946494623039993683368399999 to 0.000000000001? —Matt Keleher

Yep

Yesterday I was designing a sign with a friend. It needed to be moved closer to me, so I asked him to "scroll" it to the right. "Scroll"—huh. Way too much technology for me. —Heikki Heikkinen

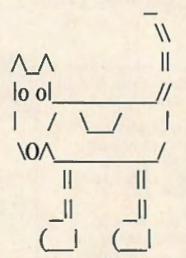
You're the Problem

I enjoyed the interview with Steve Wozniak (Jun/97, p46). If you talk to him again, tell him I know the reason why his checkbook won't balance. He paid his shareware fee for a game I wrote, but I figured the "Woz" signature was worth more than the $10. —Michael Guzzo

It's Dan's Fault. Yeah, That's It.

In the Find Clarus! contest on page 26 of your June 1997 issue, you call Clarus the dogcow a male. As a Mac developer, I'm here to say that that's not true! Clarus, which is the certified symbol for all Macintosh developers, is female! It states this clearly in the Apple Mac developer FAQ! Anyway, don't you think, like, if it was a male, it would be, like, a *dogbull*? Maybe Clarus will find a dogbull and pop out a few *puppycalves*. What if Clarus got laid off, and one of her mutant puppies had to take over as the certified Apple developer symbol? It could happen. —Shannon Schroeder

See the MacAddict *Index on page 21 for more dogcattle fun.*



"Mooooooof." —Mark Hamilton

I just got the July 1997 issue and was surprised to learn that, according to "Make the Most of Megahertz" (p28), "[w]hen the L2 cache is full, the processor has to store data on the hard drive...." Silly me. I bought all that RAM to give the CPU a place to put data when I should have just gotten a larger hard drive. —Robert Cook-Robinson

Good Plan, Chap

I am a proud owner of a rapidly aging Macintosh LC 630 and a Pentium 133 running the Gates User Interface. I have just gone through my seventh eye surgery (ow). The evening I got home from the hospital, I attempted to send email, but my screen's low refresh rate prevented me from doing so without becoming, uh, sick. I won't get into

Recently Sighted



Say "Aaah"

Talk about personalizing your Mac! This image is from Michael Domingo of St. Laurent, Quebec, Canada. Says Michael, "This is my friend Moe. He'd like to say hello to all you great people down at *MacAddict.*" Hi, Moe. Keep smiling!

any details. I was about to go back to bed when a brilliant idea popped into my head: Why not just use CloseView? Now I appreciate the Mac OS more than ever. Any Windows users out there are probably asking themselves, "Why didn't this idiot use Windows 95's incredibly useful Accessibility Options?" BECAUSE WINDOWS 95 WON'T BOOT ANYMORE, THAT'S WHY! Now I have to stare at a teeeeeeny little DOS prompt to fix Windows. I think it may take less effort to simply shove the CPU out the window. Yeah, that's what I'll do. —Derek Warren

The Real, Final Answer. Promise.

Everyone seems to be writing in and asking for Apple's 1984 commercial. Well, it can be found on the 1997 Apple MacAdvocate CD-ROM, which is available free from Apple (http://azure.apple.com/whymac/order/usorder.html). It sure beats downloading off the Web. Does this get my name printed in the magazine? —Dennis Munsie

No, really, it is:
ftp://ftp.apple.com/pub/movies/1984.mov
ftp://ftp.apple.com/pub/movies/1984.mov
ftp://ftp.apple.com/pub/movies/1984.mov
ftp://ftp.apple.com/pub/movies/1984.mov
Oh, OK. —Tom Murphy

Oh My Gosh!

So, the new *MacAddict* arrived today. Woohoo!!!!! So there I am, reading the Letters section to Matilda (my Mac), when we discover something so horrible it exceeds the Intel floating-point bug in its evilness: NO LETTER FROM REUBEN!!! Matilda was very sad—she looks forward to his zany antics. You don't suppose that guy whose Wintel he accidentally smashed made him "disappear," do you? Why, he could be locked away in the basement of Bill Gates' palatial estate right now! They could be...they could be (I can't even say it)...MAKING HIM USE DOS!!! We're coming, Reuben!! The rescue effort is being organized!!! —Trevor Burdick and Matilda Johnson

And You Said...?

Great June issue! I knew it was gonna be as soon as my Mac turned itself on and began to chant, "It's here, it's here, under the *News- week*, it's here, it's here, use The Disc first!" while showing swirling, hypnotic patterns. Then my wife gave me the issue and said, "When are you coming to bed?" —Clint Dunham

Grrrrroan!

With regard to the "PC Gets It" video (The Disc, Jun/97), someone's mother should point out that "it's all fun and games until someone's PCI gets put out!" —William Rutledge

You Really Should Drink Less

So, I'm at your Web site, and I think, "vodka Collins, mmm." I go to the kitchen to pour my sleeping aid and then make my way back to my room. When I get there, I notice an eerie green glow coming through the cracks of my door. Thinking I'm about to be an alien abductee, I run and get my video camera. Ready to film some Martians, I kick down my door and quickly scan the room with my trusty camcorder. Aw, hell...it's only the colors of your Web site. —Robby Spangler

Cheater!

While playing the silly Ebola Monkey Bingo game from your June 1997 CD, I found an interesting thing. To win, you need to click on five healthy monkeys—but no one said that these couldn't be the SAME monkey. Yes, that's right. Click on the same monkey five times, and you'll succeed to work another day. —Peter Ferguson

You Know You're a Mac Addict When...

...your wife divorces you because she hears you sweet-talking to "another woman." Unfortunately, you were talking to your Power Mac. —Greg Katz

...you wake in the morning and say, "Welcome to Mac OS." —Dan Ricciardi

...your car dies, and you try to restart it from the CD player. —Mike Palmer

...you are in a boring business meeting and wonder why you have a sudden urge to press Command-Option-Escape. —Andrew Keller

...you attempt to allocate more memory to a toaster that won't take that thick slice of sourdough bread. —Russ Duckworth

...you try to charge someone with attempted murder when they unplug your Mac. —Jared "Corduroy Penguin" Cash

Buy C.

Brag about it.

Put it on your shelf.

Get frustrated.

Buy some books.

Try to learn it.

Pull your hair out.

Buy some more books.

Give up.

Now go buy

FutureBASIC

and get some

work done!

Discover the power

800-348-2623

STAZ Software, Inc.

the disc

Hey Hey! Ho Ho! Windows PCs gotta go! Hey Hey! Ho Ho! Windows PCs gotta go!

THIS ISSUE



Turn to this screen to find programs and files mentioned in the magazine. If you can't find it here, try the red folder at the root level of The Disc.

SHAREWARE



Shareware and other kinds of ware, too. Get descriptions of the fine software products on The Disc, then install them!



KAWASAKI



Hey, The Disc has highlights, too. Click here for a special message from Guy Kawasaki.

INDEX



Click here for a handy jumping point to all the screens on The Disc, including the contest.

DEMOS



Launch demos of Career Survival Guide, Zootopia, Yellowstone, and Mavis Beacon Teaches Typing.

Wonder whether this editor's Berkeley education had anything to do with her knowing all those chants? Nah. Don't get me started on that PC finger-snapping crud. A shantytown in Redmond would probably get wet—better just stick to our decals. —*Kathy Tafel*

GETTING STARTED

1. Pop The Disc into your CD-ROM drive.
2. Double-click the *MacAddict* Tour icon for PowerPC or 68K Macintosh.
3. Have fun!

REQUIREMENTS

Any Mac can access the shareware, demos, and System software from the Finder. Accessing the full CD-ROM interface requires 12MB of real RAM with System 7.1 or earlier, or 16MB of real RAM with System 7.5 or later.

OUR DISC SPONSORS

To find immediate information from our sponsors, go to the Index (Option-click any help screen). You also can access sponsor information from the main window in the Finder.

America Online

800-827-6364
http://www.aol.com
America Online offers access to the world of online news and information, interactive magazines, finance, entertainment, email, free software, shopping, and more. With a point and a click, you can explore the vast resources of the Internet. Sign on and receive 15 free hours.

Adrenaline—Numbers & Charts

418-658-9909
http://www.adrenaline.ca
Adrenaline Numbers & Charts is the first spreadsheet and charting package optimized for today's Mac OS. Numbers & Charts combines a Microsoft Excel-compatible spreadsheet with advanced true 3D charting capabilities to make your data stand out.

Bungie—Marathon Infinity

800-295-0060
http://www.bungie.com
Marathon Infinity contains Blood Tides of Lh'owon, a brand-new 30-level scenario; Forge, Bungie's own powerful Map Editor; and Anvil, a single tool for easy modification of shapes, sounds, and physics models.

Digital Frontiers—HVS 2.0 Series

800-328-7789
http://www.digfrontiers.com
Award-winning HVS (Human Visual Systems) ColorGIF 2.0 and HVS JPEG 2.0 give Web developers stunning 24-bit-quality images at 8 bits or less. Web graphics now download 50 to 70 percent faster with no loss in image quality from a 24-bit original. Try full-featured demos free for three days before purchasing.

Earthlink—TotalAccess

800-395-8425
http://www.earthlink.net
TotalAccess is Earthlink's complete software and Internet connection package. It includes Netscape Navigator, award-winning Internet access software, and everything needed to register for complete Internet access in less than five minutes. After the $25 setup fee, unlimited access is provided for $19.95 per month. 'Round-the-clock tech support is provided via an 800 number.

MacSoft—Duke Nukem 3D

800-229-2714
http://www.wizworks.com/macsoft
This is the game that shattered perceptions of realistic 3D environments and interactive gameplay, and it's the first to have a meaningful story progression, cool cut scenes, and an action hero like no other game has ever seen.

PhotoSphere Images Ltd.

800-665-1496
http://www.photosphere.com
Use royalty-free stock photos from PhotoSphere Images in your sales brochures, annual reports, Web sites, point-of-purchase displays, newsletters, multimedia presentations, print advertisements, and more. PhotoSphere specializes in images of people, plus you'll find thousands of professional stock photos covering the economy, places, nature, and backgrounds. Thirty free images are ready for download on The Disc.

UMAX—SuperMac S900

888-232-UMAX
http:/www.supermac.com
The SuperMac S900 system was specifically designed with high-end functionality to meet the needs of creative design and production professionals. We kept all the best things you like—the familiarity and ease of use of the Mac OS and compatibility with all your favorite software. And we wrapped it all up with the raw power of a 604 PCI-based design and delivered it at a price that can't be beat. Many unique features of the new S900 were designed to eliminate performance bottlenecks that have long troubled the market.

United Computer Exchange—MacAppraiser

800-755-3303
http://www.uce.com
MacAppraiser calculates the current market price of any used Macintosh and/or compatible product with any given configuration.

CONTEST

Win!Win!Win!Win!Win!Win!

Get your very own Duke Nukem 3D!

To get to the contest, go to The Disc's index page, and look for the special hot spot (it isn't hidden very well anymore). When you solve the puzzle, the CD-ROM will give you a code. Enter this code on the Web site for your chance to win MacSoft's Duke Nukem 3D, the game everyone's talking about, including us (see review on page 72).



Can you turn this... ...into this?



HELP

You Have a Problem?

What! You need help? Well, if your superphat disc is mangled, warped, broken, or otherwise disturbed, you can get a replacement from Imagine Publishing's customer service. We've set up a special Web site where you can order one at http://support.imagine-inc.com. If you can't install anything, or get disk errors, do the same.

If you're having problems with System software, we recommend calling the good folks at 800-SOS-APPL. They'll be more than happy to help you.

the disc

SOFTWARE STORE
Try Before You Buy

We here at *MacAddict* love to try new things. This month, we introduce you to the marvels of electronic software distribution. In the Digital Frontiers folder are two Adobe Photoshop plug-in filters: one for GIFs and one for JPEGs. The Human Visual Systems (HVS) filters process images so that they are smaller—and faster to download over the Web. For instance, picture one here is the original RGB image. Picture two has been reduced to indexed color in Photoshop, using an adaptive palette, and is 150K. Picture three uses HVS's optimized palette and is 100K.

If you find them nifty, just click the Register... button on one of the filters' dialog boxes. The software will walk you through a series of questions, including how you want to pay. If you have a direct connection to the Internet or have a modem, you can send the information, and the software will be unlocked automatically. If you pay by fax, phone, or snail mail, you'll use a special number generated by the software. Lose the software somehow? Just call Digital Frontiers. Here's how much it costs (try full-featured demos free for three days before purchasing):

HVS ColorGIF 2.0: $99
HVS JPEG 2.0: $99
WebFocus 2.0 (bundled price): $159

MacAddict13:Sponsor Demos:
Digital Frontiers:



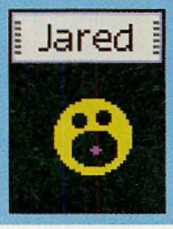


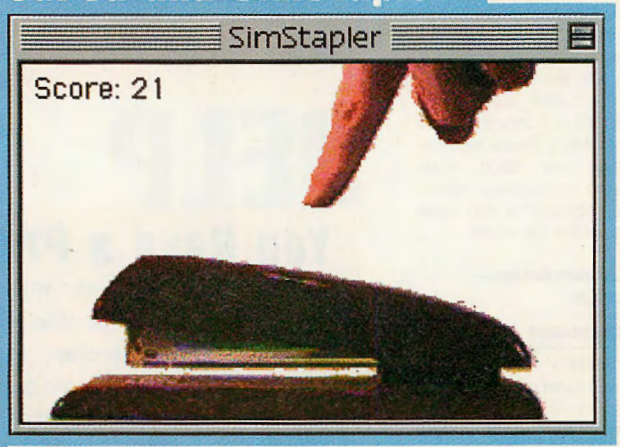


TOYS
Jared and SimStapler

These two silly toys are sure to amuse for many minutes. Jared is a cute little smiley face that serenades you in Spanish. (We translated it—it's a love song about the moon.) SimStapler is, well, pretty self-explanatory. Also from FreeVerse on The Disc is the fabulous Hearts Deluxe, which will keep your attention for hours.

MacAddict13:Software:Fun & Games:





WINNER!

Lucky Joshua Lanners sent us the correct code for the June contest: YANCC, or Yet Another NuBus Controller Chip. Introduced in the Quadra 700 and 900, the short-lived YANCC was replaced by the KIWI, which provided a complete 68040 bus interface on one side and a complete NuBus controller on the other side. (Isn't the Tech Info Library fun?) Joshua is the proud new owner of a CH Products F-16 Fighterstick and Pro Throttle.



UPDATES

Canvas 5.0.2 Updater
ClarisWorks4.0v5
Damage Inc. Updater
FirstClass Client 3.5.1 Update
Mac Command & Conquer
Office 4.2x Update for PPC

INTERFACE TWEAKS

7Tuner 2.0.8
AppTab 1.5
CopyPaste 3.3.3
Custom Launcher 1.0
DeskPicture 4.5
DockMaster 1.0.3
DragAnyWindow 4.1
EjectMenu 1.0
GammaToggle FKEY 1.0
Instant Folders 1.0a
Mac Identifier 2.1
Program Switcher 4.3.0

XCLAIM VR

— it's five on the floor plus a whole lot more from ATI

1997 WORLD CLASS AWARD WINNER

MacUser RATED 5555 April 1997



Finally, a product that lends more muscle to your PCI Mac. ATI's XCLAIM™ VR. It's five must-have graphics and multimedia functions revved up into one complete solution, giving you the power to conquer it all. Play, create, view, display or output 3D, 2D and video. This is full-out 3D acceleration, heart-stopping graphics performance, high-gear video playback, MAC2TV capabilities and more for just $299*. See your dealer today, check out **www.atitech.com,** or call us at (905) 882-2600 (press 2 for faxback).

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Change the way you watch TV – forever. Now you can take advantage of the power of your Macintosh to revolutionize your TV viewing experience by adding XCLAIM TV to XCLAIM VR.



Watch television while you work, or enable a host of intelligent TV features, including 'Hot Words' monitoring, transcripting and favorite channel monitoring. Available now for only $99**.



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COMPUTER City 1-800-The City

CDW 1-800-363-4239

MICRO CENTER

MacWAREHOUSE 1-800-255-6227

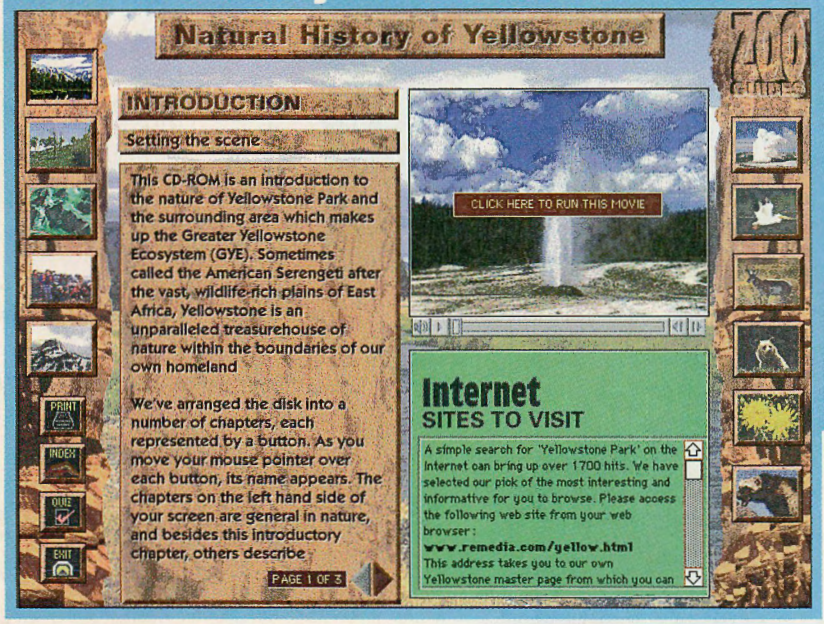
Now You See It.™

ATI

the disc

CD-ROM DEMO

Natural History of Yellowstone



Whee! Movies of geysers! Check out one of the country's most popular national parks. Watch out—the Quiz button is easily read Quit.

MORE GAMES

Adventures of Billy PPC
Bedlam 2 v1.0
BonYx 2.0
Bubble Trouble
Damage Inc. Demo 1.1
Dart Board
Duke Nukem 3D Demo
Enigma v1.4
Exile I v2.0
Exile II v2.0
Exile III v1.0.1
GolfMeister 2.0
Grid Warrior 1.2.2
Marathon 1984
Mr. Cat's Quest 1.4.1
Reversi • The Eclipse
SCS Mines 1.0
Sea Wolf Demo
Speed Demon 1.2
Star Fighters 1.3
The Zone 1.4
Up Ahead And Left...I Hope
Wall-Up
X-Words Deluxe

PRODUCTIVITY

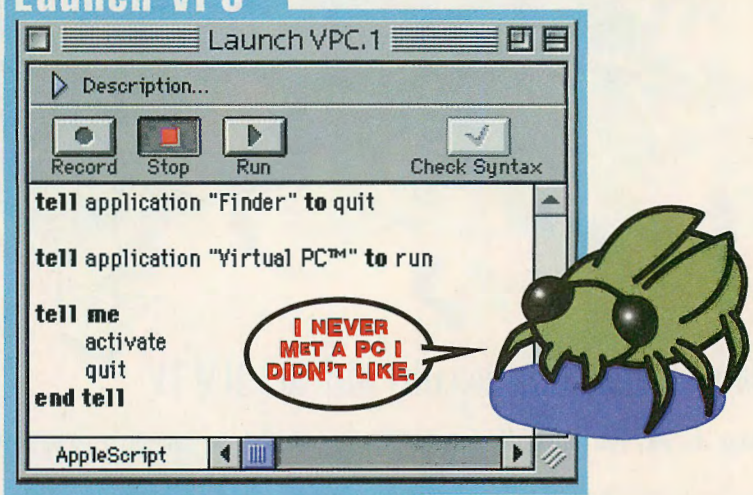
KidCalc!



Teach your kids how to cheat on their math homework the easy way. With big, bright buttons, KidCalc! can be used by even the tiniest tykes. MacAddict13:Software:Math & Science:KidCalc 0.91

QUICK TIP

Launch VPC



OK, so we're being a smidge disingenuous when we say this "enhances" Connectix Virtual PC. It really only prevents the Mac's cooperative multitasking from eating up cycles. If you put this in your Startup Items folder, the script will make Virtual PC the only running application—so don't use it if you want to use Mac applications at the same time. Use the Extensions Manager to flip the script on and off. Putting this script in the startup folder of a co-worker is a mean, dirty trick. MacAddict13:Software:Configuration:Launch VPC.1

PC FILES

In a first for the MacAddict CD-ROM burner, The Disc is hybrid. You'll be able to make a PC look more like a Mac (see page 54) with these files. You can see them both from a PC, and also on a Mac, in the 4PC folder in the Coping folder.

AUGUST

BY MARK SIMMONS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

DON'T MISS
our exclusive coverage of MacWorld Expo, starting August 4!

START HERE!

1 Though reason and rhyme are oft elusive, we've both in this week's **Web Exclusive.** With rhyming couplets run amuck, it's poetry that doesn't suck!

4 What's up this week? Macworld Expo, of course. Look for **news and views** from the show of shows, coming to you all this week on the *MacAddict* Web site.

5 Don't just sit there, fix your pix! David Reynolds' Practical Mac site shows you how to color-correct your photos.



6 In this Expo-week edition of Q&A Wednesday, we clarify, explicate, and rationalize the latest news from Boston. Sorry, your bookmark-management **questions will have to wait** until next week.

7 We'll never run out of things to say about the Shareware Pick of the Week, but this time we'll honor a **nifty gadget** that uses Apple's speech technology to speak for itself.

8 Wanna know what's on tap for our October issue? **Swing on by today,** and we'll tell you all about it. But if you tell anyone else, we'll have to kill you.

11 The government has the power of **eminent domain,** but a lot of domains are anything but. We'll pick out one of the good 'uns as our Site of the Week. Oooh, now we're really stretching.

12 We can't read your mind, but we can read your mail. We'll keep our fingers on the Mac addict pulse with another of our pithy polls.



13 Did you know that screen legend **Hedy Lamar** co-created frequency-hopping wireless communications? Our Q&A Wednesday is packed with even more obscure info. Miss it at your peril!

14 Had enough of **useless fluff?** We'll rein in our natural exuberance and soberly recommend an unequivocally useful Shareware Pick of the Week. Normal silliness will then resume.

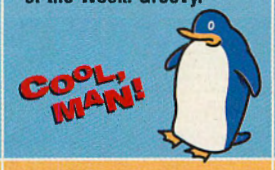
15 Today is the start of Japan's huge self-published comics fest, Comiket (short for Comic Market). If you **think that's funny,** wait 'til you see our latest Web Exclusive.

18 Don't touch it, **it's evil!** We know where *you* stand, but in case you have any wavering friends, we'll supply you with a Site of the Week that presents the chilling horror of the Windows way.

19 Brevity being the soul of wit, and less being more, we'll cut to the chase and tell you to check out David's complete **guide to compression** over at the Practical Mac (http://www.practicalmac.com).

20 In recognition of our readers' talents, we'll rack up some stumpers for this week's Q&A Wednesday and then leave 'em for you to answer. Hey, **it beats working!**

21 Don't be a square, Daddy-o. All the hep cats are hanging out with our Shareware Pick of the Week. Groovy.



22 Desktop patterns to the right of us, startup screens to the left.... Lord have mercy, our **Reader Art Gallery** is back with a new round of kooky submissions!

25 In a very special, not-Mac-related Site of the Week, we'll survey *MacAddict* staffers and reveal—**for the first time**—their *real* favorite Web sites. Their answers may horrify you!

26 Our October issue should be out and about by now; look for all the usual accompaniments, such as **links and reviews listings,** on our Web site.

27 Once again, we perform the delicate balancing act that is Q&A Wednesday. Ooh and aah as we walk the **tightrope** of **accuracy,** courting disaster by daringly tackling your trickiest questions!

28 Before he sneaks off to enter into the estate of matrimony, your online editor will favor you with a personal gift—a gallery of his **rejected** (you'll see why) back-page cartoons.

29 Today, your online editor ties the knot with the lovely and talented Julie Davis. Web site? What Web site?



get info

Connectix kudos, Win a 300MHz Mac, UMAXed out, MacAddict Index, and more!

FIND AN APPLESCRIPT that enhances Virtual PC's performance on The Disc.

Hack of the Decade

Hats off to Virtual PC despite dabblings in the Dark Side

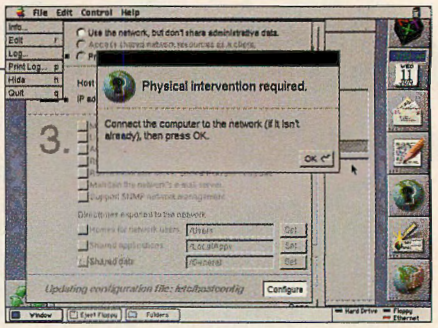
Putting a PC inside your Power Mac—it's enough to make the average Mac enthusiast vaguely uncomfortable. Even a little ill. You'll need to set those feelings aside to take a look at Virtual PC from Connectix. This, my friends, is undeniably one of the greatest feats in Macintosh programming history—even better than Mode 32 and RAM Doubler.

Virtual PC's approach to emulation is different from that of Insignia Solutions' SoftWindows, and that's what makes the program so very cool. Instead of back-engineering software, Virtual PC emulates the hardware components on which Windows runs. The result: Virtual PC users aren't limited to Windows 95. Instead, they can install any operating system that runs on a Pentium MMX-based PC, including DOS, Windows 3.1, Windows 95, Openstep, and Linux.

The Virtual PC program itself is only 840K—small enough to fit on a high-density floppy disk. Because all the components are pre-integrated in Virtual PC, all the virtual hardware is preconfigured to work together. Virtual PC comes with a Windows partition on the CD-ROM, so all you have to do to install Windows is install Virtual PC, launch it, answer a couple of Windows 95 questions, and enter a couple of serial numbers. No desperate searches for the right device drivers. No worries about IRQ conflicts. All those headaches have been handled by the engineers at Connectix.

Installing a new operating system is a snap, too. Because you already know exactly what components are installed in your Virtual PC down to their DMA channels, selecting the right set of device drivers is a breeze. We were able to install Openstep 4.2 using Virtual PC without so much as a hiccup.

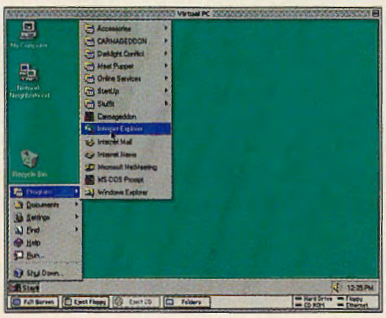
Virtual PC is not going to kill sales for the Gateway 2000, but it will enable those of you who must use a PC to keep money out of Intel's pocket. Gamers can run DOS games at a playable speed. Web designers can open Web pages in a PC browser to see how the pages look on both platforms. Office workers can run custom apps that might otherwise necessitate a switch to Intel hardware. It's no surprise that Connectix can out-PC a PC—and uses a Mac to do it, to boot. —*DR*



YET ANOTHER *MACADDICT* ZEN KOAN: How do you physically intervene in a virtual environment?



INSTALL VIRTUAL PC, then check out *PC Gamer, Next Generation, Ultra Game Players,* and *boot,* which all come with CD-ROMs chock full of PC game demos.



WINDOWS 95 IN A MAC WINDOW: It's enough to give you the shivers—brrr. At least it's contained in a single window that will go away if you want it to.

Config This

What you get:

Emulated PC
- Pentium MMX
- Up to 64MB of RAM
- Dual IDE/ATAPI controllers for hard drive and CD-ROM drive
- S3 928 PCI SVGA video
- Up to 2MB of VRAM
- Sound Blaster Pro sound card
- DEC 21041-based PCI Ethernet card

Packages:

Connectix Virtual PC Windows 95
- Price: around $150
- Includes: Windows 95

CONNECTIX RECOMMENDS:
- 180MHz or faster 603e, or any speed 604
- 32MB of RAM
- 300MB of hard disk space

Connectix Virtual PC Windows 3.11/DOS
- Price: around $150
- Includes: Windows 3.11 and MS-DOS

CONNECTIX RECOMMENDS:
- Any PowerPC-based Mac at 100MHz or faster
- 24MB of RAM
- 200MB of hard disk space

Walk the Plank

A pirated beta version of Virtual PC started circulating weeks before the product's final release. Product Manager Brian Grove noted that the problem wasn't a direct issue with a beta tester. "Our concern is that people are using beta software to judge the product," he said.

Grove pointed out that the final

What Have You Done Lately?

Give us the details, and you could land a 300MHz Power Mac

Sure, it's easy to sling mud at PC geeks when the sorry targets are a bunch of faceless automatons who fuss over their WIN.INI and DLLs while blathering on about Bill Gates and the many virtues of Windows 95. But what do you do when that Wintel reject is someone you actually *know*? Someone you may even like a little? Perhaps...someone...you...(choke) ...*love*?

Crusading for the Mac gets a lot tougher when it comes to convincing friends and family that their holy OS beliefs are based on an evil marketing scheme emanating from Redmond. But as Mac addicts, we all bear the moral obligation of guiding friends, family, and countrymen (and -women) toward the six-color-Apple-branded computer for the rest of us. Still, when it comes right down to it, do you have what it takes to pull off a Windows intervention? You say you already have? If so, you could be a winner. Does this sound like a contest? Yessiree.

Just tell us how you convinced someone to buy a Mac instead of a Windows machine, or how you converted a misguided Windows user to the Macintosh way, in 400 or fewer vivid, detailed, lively, descriptive words, and you could be a winner! We want to know exactly how you convinced the converted ones of the errors of their ways. We want to know what model Macs they bought and where they bought them. We want to hear all about how happy they are now. So, put some attention in the details...the prize is a shiny new Macintosh 6500/300 from Apple.

We will choose our winner based on the creativity of your evangelistic efforts and the brilliance of your storytelling—so impress us. We do need some proof that your newly converted Mac addict is a living, breathing example of the bad gone good, so give us phone numbers or email addresses of witnesses, store managers, or the converted



(and copies of receipts, if you have them), and you're in. Send your poetic prose to Testimonials, *MacAddict*, 150 North Hill Drive, Suite 40, Brisbane, CA 94005, or submit it on our Web site at http://www.macaddict.com. All entries must be received by September 15, 1997. —*Mike Barton*

Cheapest Mac Ever!

Or should we say least expensive? With a street price of around $879, UMAX Computer's SuperMac C500LT comes in well under the price of its competitors. Unlike, say, Apple's Quadra 605, which lacked a floating-point coprocessor, this box has not been stripped down. Repeat: This is not a gimmick. It comes equipped with a 180MHz 603e processor, 16MB of RAM, a 1.2GB hard drive, an 8X CD-ROM drive, 256K of Level 2 Cache, and even SRS Surround Sound. Like other UMAX products, the processor is upgradable if you want something zippier down the road. You won't get a lot of software with the machine, but the C500LT does have the necessary disk utility programs: MicroMat's TechTool, Casady & Greene's Conflict Catcher 3.0, and FWB's Hard Disk and CD-ROM Tool Kits. We're happy to see a Mac compatible at such an accessible price. —*KT*

Clarus Sighting!



Almost 7,000 Mac addicts correctly spotted Clarus on page 45 of our June 1997 issue. Our random number generator picked Sylvain Corneau of Laval, Quebec, Canada, out of our virtual hat. Sylvain will be the proud owner of five new stock photo CDs from PhotoSphere. Congrats, Sylvain! See the *MacAddict* Index on page 21 for more dogcattle humor. —*KT*

version is faster, more complete, and has better Mac integration than the pirated beta. Folder sharing capability (an executable that loads under DOS), a mouse driver, and some of the CD-ROM drivers are missing in the pirated version of Virtual PC. Grove said the beta code is far different from the shipping code and that to draw conclusions about the product based on the beta code is a mistake.

From Connectix's point of view, people should draw their own conclusions about Virtual PC, but the company wants to make sure that those people have access to a finished, shipping product rather than a pirated test version.

Aside from the pirating issues, the company was disappointed with the benchmarking done with Virtual PC. Connectix said that Virtual PC will not necessarily give accurate benchmarks. We noticed that the first time a program does something—such as draw a window—the PC may seem slow, but thereafter the process gets zippier. Like your 68K emulator, Virtual PC makes heavy use of cache, which means a benchmarking program will give better and better results the longer it's running, as more of the program is stored in cache.

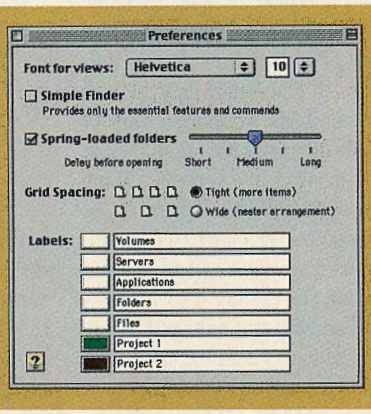
"We certainly don't want to portray the product inaccurately," Grove said. He hopes people will gauge the product on its usability. —*DR*

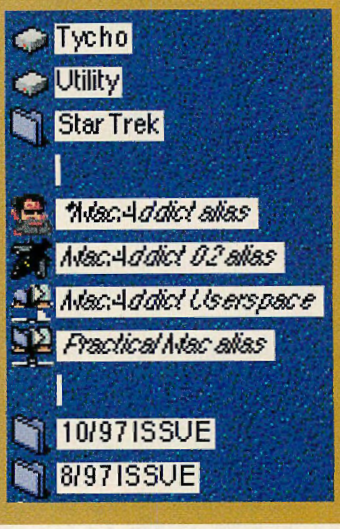
get info

Be a Neat Freak

In Mac OS 8, simply applying View menu options to the Desktop goes a long way toward keeping things squared away and tidy. For more practical advice about your Mac and sundry Mac OS 8 tips, visit the Practical Mac at http://www.practicalmac.com. —*DR*







Step 1

Control-click on the Desktop. From the contextual menu, choose View Options to get this dialog box. Click the "Keep arranged" radio button, and choose "by Label" from the pop-up menu. Click the small icon radio button as above for extra Desktop space.

Step 2

Next, choose Preferences from the Finder's Edit menu. Change the label names to the ones shown above. Click on the color next to each, and select White in the color picker. This will keep your icons from changing colors when you assign labels. Close the Preferences window.

Step 3

Now, assign the appropriate label via the File menu to each item you keep on your Desktop. Label any aliases on your Desktop appropriately—for example, an Adobe Photoshop alias gets the Application label. Use a paragraph return in the name of an empty folder to get a two-pixel-wide spacer. (You'll need to paste the return in from another program.) Your Desktop will stay organized by category, and each category will be alphabetized.

Bugs Be Gone

FIND THE CANVAS 5.02 updater on The Disc.



Deneba Systems' Canvas 5 was so bug-ridden that many of you told us you wouldn't even want it as a contest prize (Jul/97, p17). The folks at Deneba must have been hearing the same thing (but more of it), because version 5.0.2 fixes a whole slew of bugs—more than 60 of the critters will need to find a new home. —*KT*

Poll Position

If you were stranded on a desert island with an Apple co-founder, which Steve would you want? The results—and your comments—from our May 1997 poll (p25).

Woz: 58%

Almost everybody was concerned about getting off the island:
"Woz would be like the professor on *Gilligan's Island,* making a teleportation device out of a coconut and some grains of silica sand to get us outta there!"
—*Miles Durrie*
"Woz could probably build a radio transmitter out of sand and coconuts. Jobs would just make me do it, and that would never work!"
—*Anonymous*



Others were more concerned with quality-of-life issues:
"Stranded on a desert island, Wozniak is considerably plumper and would make for better eating. Jobs, on the other hand, would probably eat me, or at least be real stringy."
—*Bill Gilliland*

Most of the men picked the person they'd want to spend time with:
"Steve Wozniak wouldn't try to make me improve the island or figure out how to make being marooned work smarter, not harder."
—*Michael McAdam*

Jobs: 41%*

Readers who picked Jobs wanted to benefit from his Reality Distortion Field:
"He'd have me finished constructing a bamboo raft in no time!"
—*Anonymous*
'Jobs would look at me and say, 'Do you want to stare at saltwater forever, or do you want to come with me and change islands?'"
—*Graham Fair*



And there's that quality-of-life thing again:
"I could feed him to the cannibals without feeling that guilty."
—*Steve Cordova*

Women picked the person they'd rather "spend time" with:
"He has the most adorable little boy smile that I have ever seen... what better way to start the day than looking up at that cute little smile—it's kind of like being at home starting up your Mac and seeing the Happy Face."
—*Kelly Verni*
"Evil, arrogant, beautiful hands, black hair. What more do you want? It's very sad about the male pattern baldness thing."
—*Anonymous*

*Stevie Nicks received 1 percent of the votes.

The MacAddict Index

FOCUS ON: OPPRESSED TEMPS!

Approximate number of Apple Computer employees as of March 17, 1997: 13,400

Number of these employees who were temporary workers or independent contractors: 2,400 (18 percent)

Target number of Apple Computer employees after March 1997: 9,300

Number of these employees who will be temporary workers or independent contractors: 1,000 (11 percent)

Number of Microsoft employees as of February 28, 1997: 21,298

Approximate number of these employees who were temporary workers or independent contractors: 6,000 (28 percent)

Approximate number of the 20 million Web pages surveyed by Application Methods that use Java: 30,000 (0.15 percent)

Approximate number of the 20 million Web pages surveyed by Application Methods that use ActiveX: 1,000 (0.005 percent)

FOCUS ON: PATENT SEARCH!

Total number of patents awarded to Gilbert F. Amelio: 16

Number of patents awarded to Gilbert F. Amelio between January 1, 1976, and June 10, 1997: 7

Number of patents awarded to Lawrence Tesler in the same time period: 3

Number of patents awarded to Apple Computer in the same time period: 719

Number of patents awarded to Microsoft in the same time period: 290

FOCUS ON: DOGCOWS!

Number of individual, officially recognized dogcattle: 3

Number of additional dogcattle disqualified by reason of gender: 1

Number of minutes in which Mark Harlan wrote "Apple Technote 31—The Dogcow": 40

Ratio of height of dogcow icon on front lawn of Apple's research and development campus to that of Dave Polaschek, the largest known Developer Tech Support engineer: 1.47

Price in dollars of a dogcow T-shirt from the AppleDesigns online store: 9

Sources may be found on the *MacAddict* Web site. —*MS*

PC Applications Driving You Bananas?



Put OrangePC® in Your Apple

Sometimes, to keep from going bananas, you must run a PC application on your Mac. The OrangePC® is an expansion card which allows you to run both Mac and PC programs simultaneously. It magically transforms your Apple into a dual computer platform which can support Windows®NT, NeXT® OPENSTEP®, Windows®95, Windows® 3.1 or DOS. It makes thousands of PC applications compatible with your Macintosh system.



If you have a PCI based Performa (7" expansion slot), a full-sized PCI Power Macintosh compatible (12" slot) or a NuBus based Quadra, there's an OrangePC solution that's right for you. Whether you are budget sensitive, or performance hungry, you may select a processor from the low-cost Intel®486 up to our exclusive Intel MMX Pentium® 200MHz.

And, the OrangePC is affordable, with prices starting at $499.

The technical stuff: OrangePC models come in 7" or 12" PCI, and NuBus card types; up to 5x86 133MHz or up to MMX Pentium 200MHz; RAM from 8 to 256MB on board; up to 256K pipeline burst L2 cache; parallel port (for those delightful PC dongles); 2 high speed serial ports; 16 bit Sound Blaster® compatible In/Out; game port; one or two MB of video DRAM.

Call us today, and put an OrangePC in your Apple.

Orange Micro® inc.

"17 Years of Innovation and Excellence"
1400 N. Lakeview Ave., Anaheim, CA 92807
(714) 779-2772 www.orangemicro.com

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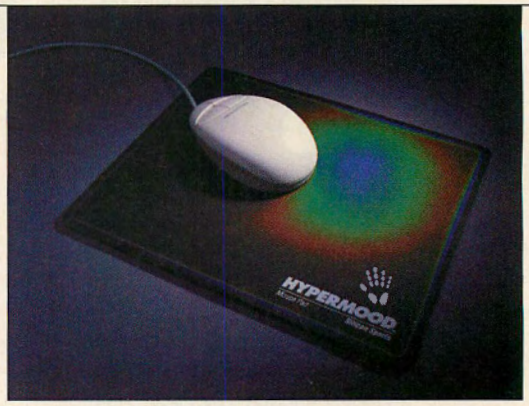
cravings

Surrender to these six seductions whenever the urge strikes you.

HyperMood Pad

Kensington

The doctor said that the new neurotransmitter blockers you've been taking should help, but your employer simply *insists* that you do something to monitor your mental state, especially after that little incident involving Martha Stewart and those homemade power tools. So, in a magnificent act of caving to the kind of pressure that only an attorney can apply with such care, you've decided to purchase the Kensington HyperMood Pad. This mouse pad has a heat-sensitive liquid-crystal surface that changes colors as your temperature changes, leaving calming, soothing patterns of red, green, and blue. The pad's Lexan surface keeps your mouse skating along and is easy to clean, which keeps your frustration level down—and everyone agrees that this is a "Good Thing." To see for yourself the wonders behind the HyperMood Pad, all you have to do is spend $19.95. Call Kensington at 800-535-4242, or point your Web browser to http://www.kensington.com.



A MOOD RING FOR THE '90s.



Virtual PC

Connectix

It finally happened. An unbelievably clever Ultimate Frisbee program has been written, and it includes all your favorite teams (yes, the Mad Kows of the Open University in Milton Keynes, too). Just one problem: The program was written by some incredibly short-sighted developer who decided DOS was the way to go. Until now, being a true Mac enthusiast, you've had a moral quandary: Do you buy a PC for the ultimate in Ultimate, or do you go without? Ah, now there's a third alternative. Connectix produced something called Virtual PC, which will allow you to run not only that DOS game but also any operating system that runs on a PC, including MS-DOS, Openstep, OS/2, Windows 95, Windows NT, or even Linux. How is this possible? Virtual PC emulates a standard Pentium PC with all the trimmings, including SoundBlaster Pro, Ethernet, CD-ROM drive, and printing support. Best of all, because Virtual PC integrates all the PC components, you don't have to. Call Connectix at 800-950-5880, or go to http://www.connectix.com and get ready to spend $149 for your ultimate emulator.

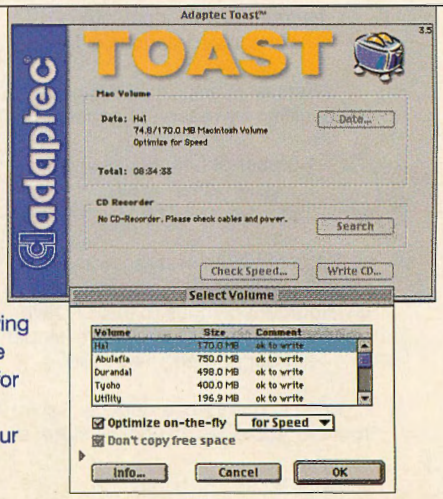
PC WITHOUT THE DMA AND IRQ HEADACHES.

Toast 3.5

Adaptec

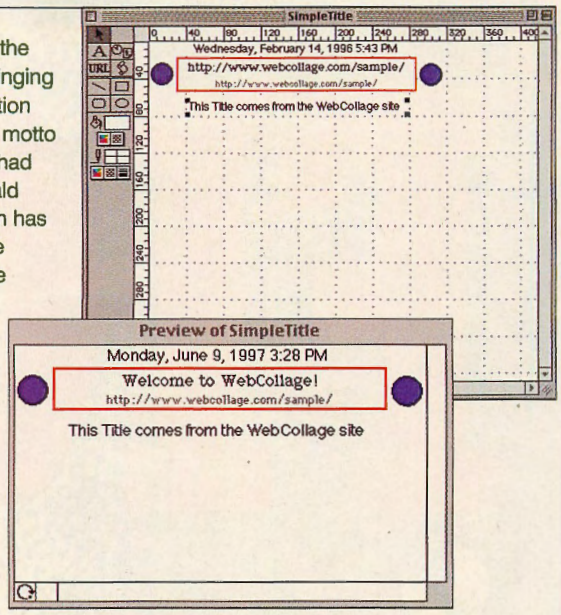
When the Apocalypse arrives, you're going to be ready, by gosh. It may have cost you your marriage and your job, but you've managed to amass the single largest collection of knowledge in human history. Now, where to put it all? It takes up a lot of room in the garage, what with all those Dead Sea Scrolls in their original cases. Adaptec may have a solution for you with Toast 3.5. For only $99, the premiere CD-ROM recording software allows you to archive all that text and all those scanned images, and with Toast's new audio support features, you'll have no trouble archiving all of humanity's audio recordings on a beautiful set of audio CDs. If you make a mistake in your recordings and need to save a little money, you always can use Toast's support for the new CD-ReWritable drives so you can go back and remaster your CD on the same media. To save the sum of human knowledge, call Adaptec at 800-568-5525, or point your Web browser to http://www.adaptec.com before it's too late.

DATA FOR GENERATIONS TO COME.



WebCollage

StarNine



It's a thankless task, managing the Donalds' site: "Dedicated to bringing you the up-to-the-second information on the Donalds of the World." Well, it sounded like a good motto when you first decided to hop into the cybersavvy peer group, and no one had done Donalds before. But there are so many Donalds—Donald Duck, Donald Trump, Donald Fagen, and cricket batsman Sir Donald Bradman—and each has several items to track—portfolio worth, cricket statistics, duck food—that the site has become unmanageable. Wouldn't it be great if you could automate some of that work? Wouldn't it? StarNine has heard your pleas and now is shipping WebCollage, a pair of tools that automatically builds dynamic graphics and text. These items, gathered from databases and URLs, can be set to change every minute, hour, or day, or they can be updated each time a user hits a Web page. For only $199, the possibilities are endless, which means you can expand your Donald site to include Donald Bull, creator of the Corkscrew Pages. Contact StarNine at 800-525-2580 or http://www.starnine.com to find out more.

A TOOL THAT CREATES SOMETHING USEFUL ON THE WEB.

NovaJet PROe

Encad

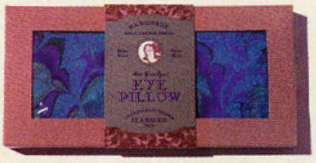


You've always had that rebellious streak, and now you're determined to push your free-speech rights to the edge, calling for an outright revolt against what you see as unspeakably restrictive skateboarding laws. Cobblestone paths and speed bumps, indeed. You have your catchy slogans, your demonstration chants, and that phenomenal logo that your sister designed. All you need is a way to sound the call to arms—or boards, as the case may be. Encad's NovaJet PROe is just the solution. Available in 42- and 60-inch models, you can print your propaganda on huge banners, great for hanging over selected freeway overpasses. And because you demand only the best in your revolutionary activities, the NovaJet PROe can include a PostScript RIP. Better talk to the CIA for funding, however. The 42-inch model runs just less than $20,000; the 60-inch, just less than $30,000. If the Contra funding made it through, why shouldn't yours? Call Encad at 800-453-6223, or go to http://www.encad.com to start forming resistance cells.

THE POWER TO MAKE A REALLY BIG IMPRESSION.

Rest Your Eyes Eye Pillow

H2B Company





Maybe it's your monitor's refresh rate, but at the end of a long Warcraft session, your eyes feel little better than if someone had dusted them with baby powder and given them a vigorous scrubbing with a loofah. It's enough to make one cringe just thinking about it. Something soothing is in order, and that something is the Rest Your Eyes Eye Pillow from H2B Company. Filled with flax seed and covered in cotton or silk, lay the Rest Your Eyes Eye Pillow across your peepers, where it blocks all light and spreads a gentle weight over certain pressure points located around the eyes. You'll soon forget all about that horde of Orcs, ogres, and death knights, as you slip into a trance-like state of relaxation. If the idea of a little aromatherapy smells good to you, the eye pillows also are available with organically grown lavender in the filling, which adds to the whole tranquillity thing. Eye pillows range from $6.25 to $10. If you've decided that it's time to give your eyes a rest, call 800-829-6580.

R&R FOR YOUR EYES.

FIGHT OR PERISH!



We've had enough. We're tired of Apple being carelessly labeled as lagging, failing, or dying. We're tired of people maligning our Macintoshes. We're sick of the slams, digs, and taunts directed at us by know-nothing PC hacks. It will stop.

Now.

We will not surrender to the "inevitable" or passively pray for the health of our platform. No, it's time for revolution. Tell your family, tell your friends. Join us not just in defending the Mac from attacks on all sides but also in an assault on the attitudes that provoke them. Join the Mac resistance. —*Kathy Tafel*

SUPPLY LINES

FIND AN ARSENAL of tools on The Disc. Behind every successful offensive is a steady supply line. On The Disc, we provide you the software, ammo, and propaganda you need to begin your assault.

COPING STRATEGIES

BBEdit Lite 4.0.1
cd&font.zip
iconpack1.exe
iconpack2.exe
iconpack4.exe
removep.exe
mac95v45.exe
macbar.zip
macdsk21.zip
mactile.zip
mac_panel.zip
SITEX10.EXE
themepls.zip
tweakui.exe
win_top.exe
wmac302b.zip

MARSHALLING YOUR MACS

Sample report (Note: This feature is titled "Fortifying the Barracks" in the magazine.)

PROPAGANDA

Bumper stickers, decals, and Guy Kawasaki's rally to the troops.



When you join, *MacAddict* will arm you. We will train you in defense. We will feed you a steady supply of Mac rations. We will give you the intelligence you need to create your own propaganda. Ready to sign up? Read on for the entire battle plan:

THE GENTLE ART OF VERBAL MAC DEFENSE

BY KATHY TAFEL

The first objective is to deflect the barrage of anti-Mac static thrown at you by associates. When they lob a "Why do you use such a stupid computer?" bomb, you'll know how to defuse it. Turn to page 26 for descriptions of seven attacks and the ways to outflank them.



MAC FACTS, NOT FICTION

BY MATT DEATHERAGE

Next, it's time to refute the onslaught of the mass media. Betcha didn't know that Windows 95 has an installed base that's only twice as large as the Mac's. Get more real truth in cold, hard numbers about Apple's market share, mind share, and financial health on page 31.



FORTIFYING THE BARRACKS

BY NIKKI ECHLER

Now that you've shored up the defenses, it's time to go on the offensive. We've got strategies to keep Macs in your office, school, and neighborhood (page 34). You won't get fired, we promise.



KNOW YOUR ENEMY

BY DAVID REYNOLDS

We've gone deep into enemy territory so you don't have to. Changing the monitor resolution on the fly takes three steps on a Mac; it takes twice as many on a PC, plus you have to deal with instability. For nine other obvious ways the Mac is better, turn to our PC reconnaissance report on page 40.



CREATE YOUR OWN PROPAGANDA

BY RAY LARSEN

We've got everything you need to create propaganda to litter your neighborhood. Bumper stickers cost as little as 25 cents each. Turn to page 50, and get those presses rolling!



COPING STRATEGIES

BY DANIEL DREW TURNER

For those of you operating behind enemy lines during the workday, your dealings with the Dark Side don't have to be traumatic. Turn to page 54 to learn how to pass off your Mac work as made on a PC. If you *have* to touch Windows, we give you the tools to help you pretend it's a Mac.



WIN A POWER MAC 6500/300

We think you'll join the Mac resistance because the cause is just. You will be fighting the good fight. But if you need a bright shiny medal to show for your efforts, turn to page 19 for a special contest.

SUPPLY LINES

***MACADDICT* AMMO**
Every revolution needs constantly updated information to feed the propaganda machine. To that end, we've set up a special Web site, *MacAddict* Ammo, to give you the support you'll need in the upcoming battles.

BASE CAMP
Late-breaking field reports

MANEUVERS
Arguments and responses
Hardware match-ups
OS issues
Compatibility
Apple's history

AMMUNITION
Free ammunition
Form letters

ALLIES
Mac-friendly vendors
Retailers
Independent
Allies
Find a Mac buddy

GAGS
One-liners
Art

PURPLE HEART
Honoring resistance fighters who go above and beyond the call of duty

http://ammo.macaddict.com



Spot illustrations by Federico Jordan

THE EASIEST BATTLE TO WIN IS THE ONE YOU NEVER HAVE TO FIGHT

The Gentle Art of Verbal Mac Defense

By Kathy Tafel

Opening art by Henk Stolker
Spot illustrations by Federico Jordan

You've probably run into people who, for no other reason than you're a Mac owner, begin to insult you. Innocuous comments ("I didn't *know* you had a *Mac*") and or blatant abuse ("Macs bite!") insult both the Mac platform in general and you in particular. The knee-jerk reaction is to get defensive and flame back at your attacker. Don't.

Escalating the warfare only reinforces a new popular notion that Mac owners are irrational fanatics. Fanatics, maybe. Irrational, never. Use the following defensive techniques first to diffuse the hostility toward you and the Mac, and then hopefully to convert your new friend to the Mac platform.



These techniques are cribbed, in large part, from Suzette Haden Elgin's Gentle Art of Verbal Self Defense series of books. Elgin created a set of what she calls *metarules* to help you bring people of opposing views to your own:

1. ***Identify*** **the other person's reality.**
2. ***Match*** **the other person's reality, temporarily.**
3. ***Introduce change*****—slowly, always tying the new reality to the old—to bring the two realities closer together.**

Before you think we've been eating too many granola bars and tofu burgers out here in touchy-feely California, let us point out that Elgin uses concrete, reality-based methods to implement her rules. First, use "sensory" language to your advantage. Second, use body language effectively. Third, don't mimic your antagonist's stress response. Do not take the bait in a verbal attack. Finally, build a bridge between two different vocabularies. Elgin holds a Ph.D. in linguistics, but you don't have to in order to use her techniques. We'll show you how to use all these methods in defense of the Mac, and additionally, we'll tackle the thorny issue of Mac defense in email and newsgroups.

MAKES SENSE TO ME

Everybody uses sensory language: We experience the world through our senses, so it's only logical that we translate those observations into our speech patterns. The following are a few examples of sensory speech:

SIGHT: "That plan looks good to me. How do you see it?"
HEARING: "Sounds great—let's hear some more views."
TOUCH: "Something about it feels wrong. I can't quite put my finger on it."
SMELL: "I have a nose for these things. I smell a rat."
TASTE: "I can't believe what just came out of your mouth. This is a totally sweet deal."

We all use references to each of the senses in our speech, but when backed into a corner, we rely on a preferred mode. When in an argument, first identify which mode you use. Then observe the other person to figure out his or her favored mode. Stop using yours and try to match the other person. For example, if someone says, "I don't see how you could use a Mac," respond, "Look at it this way...." If you can't do that, don't use any sensory language: "I use a Mac for many reasons. Here are a few...." Build a list of responses using each of the modes. You may think this sounds corny, but after you see it work a few times, you'll be shocked senseless.



IN THE BLINK OF AN EYE

When in disagreement with an excited person, you'll also want to watch physical mannerisms. Observe the other person's breathing patterns and eye-blinking rate, then match them. Watch his body language. Is he standing, sitting, pacing, hands on hips, waving his hands, or leaning forward? Do the same. Then gradually work both of you to a calmer state: Slow your breathing and eye-blinking, hold your body in a relaxed yet alert stance. Be careful not to let the other person's mannerisms put you in an aggressive state, too.

DO'S AND DON'TS OF VERBAL ATTACKS

If you're a native speaker of English, you know when you're being attacked verbally. "I didn't know you were a Mac person" is a simple statement of fact. With stresses added—"I didn't *know* you were a *Mac*person"—it becomes an attack. You immediately know that you and the Mac are under siege, even though your attacker did not use sharp words. Don't take the bait. Here's how to respond to various verbal attacks:

ATTACK: "I didn't *know* you were a *Mac* person."
DON'T: "What's wrong with the Mac?" or "So what if I am?" both play right into your attacker's hands—you've left yourself open for more abuse.
DO: "Why, yes I am. I've been using a Mac for 10 years now. My first Mac was an SE that I used to write papers on in college. I didn't even know you had to have software then—after all, it's a computer; shouldn't it know how to do everything? When I moved into the dorms, my next-door neighbor had Dark Castle, and I discovered that Macs could be used for games." Continue on in this vein until the other person gets really bored and goes away...or begins to be fascinated by your tale of Macs.
ATTACK: "If you *really* wanted to run your business well, you *would*n't use one of those *old* Macs."
DON'T: "My Mac isn't old."
DO: "When did you start thinking I didn't care about my

More Gentle Art

A five-page article cannot even begin to convey the wealth of conversational strategies in the Gentle Art of Self Defense series. You can find Suzette Haden Elgin's books in most bookstores, or you can get a catalog of her writings from the Ozark Center for Language Studies, P. O. Box 1137, Huntsville, AR 72740. If you're into science fiction, you might enjoy her Native Tongue series, too.



Another factor is personal space. Some people need more of it than others. Pick a spot to speak from, and stick to it. Let the other person move closer to or farther away from you. The next time you deal with this person, you'll know where to stand right off the bat. The point of these exercises is not to assign meaning to various gestures. Instead, body language is a way to implement Elgin's metarules: Identify, match, and change the other person's reality.

SATIR MODES

Based on family therapist Virginia Satir's work, Elgin identifies five language modes people use when stressed:

Blamer: "*Why* do you use that *stu*pid machine?"

Placater: "It *does*n't *mat*ter to *me* which com*puter* you use."

Leveler: "I'm curious why you chose a Mac, not a Pentium, like I did" (also said with no stresses).

The secret to the Satir Modes is that if you match modes with your attacker, it multiplies that mode's effect. Blame a blamer, and you get a shouting match. Placate a placater, and you get a half-hour debate about where to eat lunch. Compute at a computer, and you get the same delay but with more dignity. Distract a distracter, and you end up with sheer confusion. Level with a leveler, and you might actually exchange truths with each other.

As with the sensory modes, no one *is* a blamer; people *use* the blamer mode when stressed. Identify the mode the other person is using. To delay the person, switch to computer mode. Try to work both of you to leveler mode so that instead of having an argument, you are open-mindedly exchanging ideas, not insults.

First identify which mode you use. Then observe the other person to figure out his or her mode and try to match it.

Computer: "It is obvious that Wintel machines have almost complete market dominance. No intelligent person would be upset by this" (said in a flat monotone with no stresses).

Distracter: "What's *wrong* with you? *Ev*erybody uses *Win*tels, *why* don't *you*? Logic dictates that you use the standard machine. But you know how *I* am; do what *you* want."

PUTTING IT ALL TOGETHER

Pretty soon, your hard work will pay off. And it is hard work—your tongue will be bloody for a month from all the biting. Eventually, your PC-using friends will respect you as a calm, collected, wise person. When you've used their sensory language, matched and calmed their body language, and refused to take their bait, these former attackers will be in a receptive state you to change their reality. You do this with by building what Elgin calls *reality bridges*.

To build a reality bridge, you first have to identify each reality. You may not think so, but PC and Mac users do have several things in common. We're generally better educated than the population at large. We both use technology. Macs and PCs are both made of boxes with monitors, cables, keyboards, and mice.

From there, differences emerge. PCs generally cost less initially but have higher costs of ownership. Mac users generally like to use their computers to get work done, whereas PC users like to tinker with their machines. Mac users find computers elegant, and PC users are glad there's something better than DOS. You can add more to the list, but when you've identified where you and your friend differ on your views of computers, you can begin to build a bridge.

Once you know the differences, the best way to bridge them is with a metaphor. Metaphors bring two different concepts together in your mind and equate them. Your goal is to come up with some ways in which the Mac is different, then use a metaphor your friend will comprehend to encourage him or her to want to use the Mac. We've come up with the following few to get you started: (*Continued on page 30*)



business?" The bait in this instance is the old Macs phrase. If you respond to that, then you'll have given the other person the upper hand—you've implicitly agreed that you aren't running your business well, and the rest of the argument will be you trying to defend yourself. By pinning down the presupposition, you take the steam out of your attacker and put him on the defensive. Using "when" anchors the sentence in time, so either he has to come up with an exact point in time when he started thinking mean thoughts about you, or he must give up and go bug someone else. If he does come up with a concrete time, then you can calmly discuss that particular instance as a small thing, not as an ongoing personality defect.

ATTACK: "If your career *really* mattered to you, *you* wouldn't *want* to use a Mac."

DON'T: "What's wrong with my Mac?" Don't fall for this—it's the bait, and you leave an opening for further abuse.

DO: In this attack, you have two choices. You can respond as above, "When did you start thinking I didn't care about my career?" Alternately, you can respond to the "want" in the attack. This attack is more subtle than the first one above because it implies that you could turn off your liking for the Mac as if it were a light switch. Completely distract the attacker from his original aim—getting you defensive about the Mac—with this response: "The idea that people can control their desires by will alone is absolutely fascinating." Use the computer mode—



It's All Flame Bait

With electronic communication, you can't use many of these verbal techniques. You can't hear your attacker's intonation to tell whether he is attacking or leveling. You can't see how fast he's breathing or blinking his eyes. Emoticons—such as :-), ;-P, <-|—just don't hack it. Although they are intended to indicate words that are supposed to be a joke or lessen the impact of harsh words, an attack seems stronger in the written word, and no amount of punctuation can alleviate it.

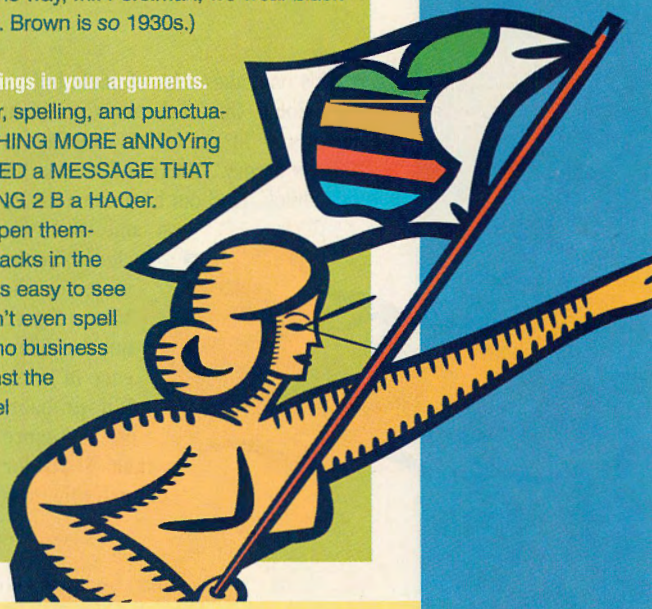
Your best bet is to stay away from the advocacy newsgroups and refrain from flaming back in email. Advocacy groups are not places of open idea exchange. Threads consist of arguments from other newsgroups that have degenerated into a religious war. You will not convince a PC user posting to comp.sys.mac.advocacy of the Mac's virtues. If you just ignored the previous sentence and feel compelled to post a reply, or respond to an action item on Evangelist, follow these guidelines when defending the Mac in the electronic medium:

Don't attack the person. Respond to their words.
This means no cursing. Do not point out their differences from you, whether that's race, gender, geographical location, or anything else. Cheryl Currid, who wrote an article about how schools should use Windows to prepare kids for the real world, received many well-written responses pointing out flaws in her reasoning. Any good these missives may have done were drowned out by a few letters threatening her personal safety.

Don't send your message immediately—put yourself in the recipient's shoes.
Save it for later. Sleep on it. In the morning, read your response again, and see if your arguments still convey what you intend. Reword anything that sounds too harsh. Read the message as if you were the one receiving it. How would you react? Would you be angry, or would it plant seeds of doubt. Remember that there is a live human being on the other side of your post.

Don't give anyone reason to compare you to a Nazi.
In "101 Ways to Save Apple" in the June '97 issue of *Wired,* Lewis Perelman, president of the Kanbrain Institute, says he has been "flamed—mindlessly and sometimes venomously—by Guy Kawasaki's Mac-addict brownshirts." It's easy to see why you might *want* to flame Perelman; fewer things are more inflammatory than being compared to a Nazi. Respond to jerks like this with well-reasoned responses that do not attack the person directly. (By the way, Mr. Perelman, we wear *black* T-shirts at *MacAddict*. Brown is *so* 1930s.)

Don't leave easy openings in your arguments.
Use proper grammar, spelling, and punctuation. THERE'S NO THING MORE aNNoYing THAN TRYINg to REED a MESSAGE THAT LOOKs LIke U R tryING 2 B a HAQer. Messages like this open themselves up to easy attacks in the computer mode: "It is easy to see that anyone who can't even spell 'Web' correctly has no business trying to argue against the superiority of the Intel video subsystem." Grammar and spelling checkers exist for a reason.



don't put stresses on any of the words.

ATTACK: "A mother who *really* loved her children wouldn't *let* them use an *in*ferior com*puter*."

DON'T: "How dare you say I don't love my children!" This response leaves you open to the sucker punch, "Oh, were we talking about *you*? *I* thought we were discussing a *hy*pothetical mother."

DO: "You're absolutely right." This stops your attacker cold in his tracks. Now he can't sucker-punch you and must directly accuse you of being a bad mother.

ATTACK: "*Even* if the presen*ta*tion flops, *I'll* never *tell* them you *made* it on a *Mac*."

DON'T: "What's wrong with the presentation?" Your attacker can now spend the rest of the afternoon detailing the flaws in the presentation, the Mac, and you.

DO: "What good judgment you have." Another jaw-dropper—the last thing an attacker expects is a compliment. You praise the attacker for not ratting on you, and now he can't tell anyone else (even if it were a crime to use a Mac), because he'd be caught in a lie.

ATTACK: "Don't you even *care* about keeping up with tech*no*logy?"

DON'T: "What makes you think I don't care?" Oops, now your attacker can go on and on about your failings. Don't let the ball get back in her court.

DO: "Of course I care about technology. That's why I subscribe to *MacAddict.* It gives me all the latest updaters to my software and tells me all about all the latest software. In the last issue, it told me all about Apple's new operating system and how it leapfrogs the competition again. *MacAddict* keeps me informed on all the technology I need to know." Well, that was self-serving, but the point is that you want to bore your attacker into leaving you alone or changing the subject, not that she'll get a word in edgewise.

ATTACK: "*Why* do you keep *u*sing a *Mac*intosh when everyone knows Windows is *bet*ter?"

DON'T: "*Win*dows is worse because...."

A MAC IS THE RIGHT TOOL FOR THE RIGHT JOB:

★ You wouldn't use a microwave to toast a Pop-Tart.

★ You've got to use a wedge to get out of a sand trap.

★ You can't change a tire without a jack.

THE MAC'S ELEGANT, CONSISTENT INTERFACE MAKES COMPUTING ENJOYABLE:

★ You don't want the nurse to hand you a scalpel when you ask for forceps.

★ Rainbows are prettier than gray thunderclouds.

★ Why read 10 manuals when you need only one?

THE MAC COSTS LESS.

★ This one takes a bit of math, but it's worth doing. One of the most prevalent metaphors in American society is "Time is money." Hit your friend in his pocketbook. Find out how much his PC cost and what was included. Do the same for the Mac. Figure out the difference in price. It'll probably be no more than $600 for comparable systems—don't forget bundled software. Ask your friend if his time is worth $15 per hour—if it's more, that's even better. Divide the difference in price by the worth your friend assigns to his time. In our generous example, the outcome is 40 hours. That's one week of work, or not even two days straight through. Ask your friend how long it took to get Windows up and running and to add any new hardware and such. If it was longer than a week, the Mac wins. Don't lord this over your friend. Just suggest that the next time he's looking to buy a computer, he should consider a Mac.





When you've identified where you and your friend differ on your views of computers, you can begin to build a bridge.

The general idea is to find a subject area that your friend understands and make a metaphor that fits it. In our examples, we used cooking, golf, cars, medicine, and weather. Sports make for great metaphors, and there are plenty of kinds to choose from. Sailing and ship metaphors are better for large groups, unless your friend happens to be a captain. Embroidery could work, as could gardening. Just think of your friend's hobbies.

Using metaphors is another way to identify, match, and change a reality. Identify the metaphors your friend understands, then make up a metaphor to change his perception of the Mac.

THE LAST WORD

You won't be able to employ these techniques in every situation. If you are forced to use a PC at work, see "Coping Strategies," page 54. If people in authority over you are threatening to take away your Mac, turn to "Fortifying the Barracks," page 34, for help in mounting a campaign against it. However, if your friends are becoming intrigued by the possibilities of the Mac, wow them with 10 things you can't do in Windows, found in "Know Your Enemy," page 40.

One last thing: Don't feel guilty about using what you've learned. This is not manipulation. These techniques hone your skills as a native speaker of English so that you can use them as a force for the good of the Mac. ◥

Associate Editor Kathy Tafel wishes she discovered cognitive science earlier than her last semester at Cal.

DO: "I use the Macintosh because I know how it works, and I can get work done. I use Claris FileMaker to track orders and stuff, and I've put my business on the Internet using Claris Home Page. After work, I go on America Online and play text games with my friends." Again, keep droning on about why you use a Mac. Don't put any stresses in your voice, and don't attack Windows.

There are other verbal attack patterns. Elgin offers three ways to recognize them. First, verbal attacks have abnormal emphatic stresses—"Even *you* should be able to hear *this* pattern." Second, watch for nonverbal cues that accompany the language. Finally, the context and the people involved can signal an attack. When you realize you're under attack, Elgin outlines these rules of engagement:

RULE 1 Ignore the bait, no matter how outrageous.

RULE 2 Respond to one of the presuppositions.

RULE 3 No matter what, transmit the message: "Don't try that with me; it won't work. I won't play that game."

With these guidelines, you should be able to fend off any attack on you and the Mac.

Now that you know these patterns, you may be tempted to use them offensively. It's fairly easy to turn them on Windows:

"Even a *PC* user should know how to make a *home page.*"

"If you *really* wanted your kids to be smart, *you'd* get them a *Mac.*"

"*I* thought you *said* your P200 was the *fastest* computer ever made."

Resist the temptation. There is a very damaging thread running through the mainstream press right now: Mac users react with extreme, irrational loyalty when their minority, dying platform is insulted. Don't give anyone reason to compare Mac users with Amiga fanatics. Now *those* were people who clung to a dying platform. Seriously, though, the more we Mac users react calmly in the face of seemingly relentless attacks, the more irrational the people who accuse us of being irrational will actually appear.

THE MAC ISN'T DOING AS BADLY AS OTHERS MIGHT THINK

MAC FACTS, NOT FICTION

It's rare that a month goes by without another "Apple Is Doomed" story finding its way to a newspaper, TV news show, or newsmagazine (it's more likely every week to see one in the *New York Times* or the *Wall Street Journal*). Yet in the face of all this gloom is the truth: Mac OS clone sales are booming, Apple stayed at around number 150 in the *Fortune* 500 in 1996, and millions of Macs are being sold each year.

So what's the real story? Here's a look at three common Macintosh myths and the reality behind them.

By Matt Deatherage

MYTH 1

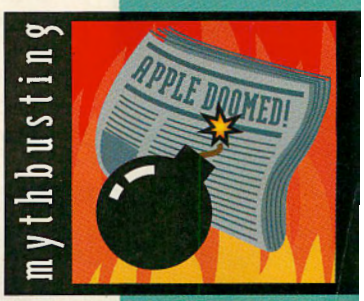
PEOPLE AREN'T BUYING MACINTOSH COMPUTERS

You've undoubtedly heard that Apple's sales are in the toilet and that customers are abandoning the platform in droves. No one is buying Macintosh computers, no one is selling Macintosh computers. From reading the popular press, many of your friends may believe Apple Computer declared bankruptcy sometime last year.

In reality, by the time you read this, Apple and its licensees will have sold more than 28 million Macintosh computers since the platform was introduced in January 1984. A clear majority of those systems were sold in the past four years; 14 percent of them were sold in 1996, and as many as a million of them are clones.

The doom-and-gloom reports are based on trends from year to year. Apple's Macintosh computer sales (in units, not dollars) were down about 25 percent in 1996 compared with the previous year. The rest of the personal computer market grew in 1996, by about 18 percent. If Apple had kept pace with the rest of the industry, it would have sold about 5.6 million machines last year. Instead, the company sold about 3.6 million Macintosh computers. That's a serious gap, and it's newsworthy, but a decline of 25 percent is not "sales in the toilet."

It's also interesting to note that growth in the entire personal computer market





did not meet analyst predictions for 1996. In May last year, research firm Dataquest, in San Jose, California, predicted sales of 62.7 million Windows 95 systems in 1996, nearly triple the 18.8 million results of 1995. In August, the researchers had to backtrack and revise the figure to 45.7 million. The final result? Just 38.1 million units shipped—more than double the 1995 total, but it isn't particularly impressive, considering that Windows 95 didn't ship until August 1995 and that it was clearly Microsoft's flagship operating system in 1996.

Dataquest also predicted 8 million shipments of Windows NT—twice the Mac OS rate. What really happened? Only 2.2 million units of Windows NT shipped, slightly more than half the number of Mac OS sales and about a quarter of what was projected. Even though sales didn't meet expectations, they did rise in all areas of the personal computer sector—except for Mac OS sales, and that's largely due to Apple Computer's results. Mac OS clone sales took off in a big way during 1996 (rising to about 400,000 units), but Apple's own sales fell substantially.

The big drop-off started in the first quarter of 1996, right after Apple made a startling announcement: It had sold more machines than ever before in the last quarter of 1995 but would still lose money because its internal business model wasn't working properly. In other words, demand for Macs was strong, but Apple's corporate processes were spending more than the company was earning.

That's when Gil Amelio was brought in to fix things. But even though the available products (in high demand the previous quarter) hadn't changed and the problems that would affect Apple's sales in 1996 (such as Performa and PowerBook recalls, and operating system strategy changes) hadn't yet happened—and the $740 million loss was still months away—Apple's sales fell significantly. They have stayed at that level or lower ever since. The only major difference? Continuous and often-exaggerated press coverage asking, "Can Apple survive?" Perception of reality is sometimes as important as reality itself. Apple also managed to not introduce any interesting new hardware in that time period, which undoubtedly accounted for part of the drop in sales.

The latest numbers available for 1996 show Apple holding about 5.1 percent of the entire PC market, which means that one out of every 20 computers sold last year carried the Apple logo.

MYTH 2

APPLE'S LOW MARKET SHARE MEANS MACS AREN'T BEING USED

Market share is the percentage of products one company sells compared with the overall number of products sold. If you operate one of two lemonade stands in town, and you sell 50 glasses of delicious citrus drink per week while your competition sells 60, then you have 50/110 of the market, or around 45 percent.

The latest numbers available for 1996 (the most believable ones, at any rate—see Dataquest's numbers in Myth 3, page 33) show Apple holding approximately 5.1 percent of the entire personal computer market, which means that 1 out of every 20 computers sold last year carried the Apple logo. If you also count Mac OS clones, the number rises to about 5.6 percent, or 56 out of every 1,000.

But these are the numbers for just 1996 sales, not the entire number of computers in existence. The *Computer Industry Almanac* estimates that by the end of September 1996, 25 million Mac OS-based computers were in use around the world. By contrast, the *Almanac* puts the number of MS-DOS machines at 180 million, Windows 3.x systems at 130 million, Windows 95 systems at 50 million, and Windows NT systems at 3 million. IBM'S OS/2 runs on about 12 million systems; most of the rest of the numbers are for various forms of Unix and workstations that most people typically don't consider to be personal computers.

All these numbers added together give a total "PC" installed base of right around 400 million machines worldwide. This may be too high; it's not clear whether the *Almanac* estimates how many systems are no longer in use. In total, this gives Macintosh about 6.25 percent of all personal computers. However, the Windows market isn't exactly united. MS-DOS and Windows 3.x systems together are



more than 77 percent of the installed base, and none of those systems can run the newer Windows 95/NT programs. Windows 95 and Windows NT together, which get so much publicity, held only 13 percent of the installed base as of September 1996—just more than twice the number of Mac OS systems. From reading the papers, you'd think it was several times more than that.

Installed base is important because it leads software development. Companies with limited resources can reach 53 million machines by writing to the Windows 95/NT specifications but only 25 million by writing for the Mac OS. Market share, in turn, is important because it determines how the installed base is moving.



With Windows 95/NT sales rising and Mac OS sales falling year to year, the number of Windows machines is rising faster than the number of Mac OS machines, and that leads even more software developers toward the Windows platform. That's why Apple's Yellow Box strategy is so important—it allows developers to create one piece of software that can be built for Windows 95/NT, the Mac OS, and Rhapsody without serious changes. If developers can reach all those machines with one program, it will be awfully tempting, especially if the Yellow Box system provides other advantages.

MYTH 3

MARKET SHARE NUMBERS CONDEMN APPLE

All this research showing Apple's market share falling and Windows' rising, plus predictions for more of the same in 1997, would seem to indicate that the Mac OS platform's problems are insurmountable, as many reports seem to imply.

If you look closely, though, you'll see that the leading market research firms barely agree on the most basic of numbers. International Data Corp. (IDC) in Framingham, Massachusetts, estimated that 5 million Mac OS machines were sold in 1996, and we know from Apple Computer's own financial press releases that the company sold no more than 3.6 million machines that year. For IDC to be right, Mac OS clone sales must have been 28 percent of the market for the entire year, and pretty much everyone agrees that didn't happen. Dataquest's 4 million seems much closer to the target, given Apple's specific admissions.

You often see reports of disastrous Apple sales from Computer Intelligence, a La Jolla, California, firm that tracks retail sales. These depressing numbers often get wide coverage in the media, but you rarely see an important caveat: Computer Intelligence's estimates cover U.S. retail sales only—no education sales or direct sales of any kind and no international sales, even though non-U.S. sales generate half or more of Apple's revenue. Last summer, Computer Intelligence predicted a 28 percent drop in Apple's sales for one quarter, which the *Wall Street Journal* combined with an anonymous report from someone at CompUSA (a chain of computer superstores not widely known for its strong Mac OS sales) and came up with a story saying that Mac sales were off 30 to 50 percent. Apple's stock nose-dived. The company released real figures just three weeks later, and the anticipated sales drop didn't materialize in that quarter, but the *Journal*, amazingly enough, didn't call out this point.

Research and predictions vary widely depending on the methods used to create them. Some firms use sales as reported by computer makers; others track sales at the retail or other levels; still others measure operating system sales and not hardware sales. Two reports rarely agree on significant details, and mixing numbers from more than one study can easily lead to meaningless confusion. Take what you read with a grain of salt, and look for indications of the methodology. Limited studies such as Computer Intelligence's U.S. retail-only reports are of much more limited worth than marketwide studies such as those from Dataquest and IDC.

Many more Macintosh myths are out there, but most of them won't withstand scrutiny. However, they do a lot of harm. A computer is a major investment for most people, and they don't want to purchase something if they are unsure about it. Rumors keep people unsure about Apple. Make sure you know the facts so your friends and colleagues can know them, too.

Reports rarely agree on significant details...take what you read with a grain of salt, and look for indications of the methodology.

Matt Deatherage is publisher of MDJ, an indispensable daily journal for serious Macintosh users, available at http://www.gcsf.com.

A GUIDE TO MARSHALLING YOUR TROOPS WHILE WINNING NEW RECRUITS

FORTIFYING THE BARRACKS:

FIND A COPY of "Adult Reasons Why Educators Should Continue to Embrace Macintosh" on The Disc.

By Nikki Echler

You're still not sure where you first heard the rumors about Apple's impending death. Was it at the gym in the locker room before boxing class? Maybe you overheard the teachers at little Frank and Judy's preschool? Perhaps it was written up in the *Wall Street Journal,* which you glance over every morning? Well, wherever and whenever it was, you didn't think twice about it. Why should you get all worked up over Apple's financial woes when you've got money troubles of your own? Besides, big companies are always complaining about their bottom lines, and whether they lose or make money, you'll still have *your* Mac.

Or so you thought.

Your Mac is in danger of being taken away and replaced with a PC running the vile Windows 95. It's up to you to stop the impending devastation or face an unfriendly operating system daily on your home turf. What do you do? What do *you* do?

We'll tell you what to do, whether you're fighting to save your Mac, your kid's Mac, or your neighbors' Mac (they're thinking of going Windows). We've got a game plan for keeping Macs where they belong: at the office, in the schools, and in the neighborhood. Although we'll tell you what to expect and what weapons of persuasion will help in your crusade, ultimately, success rests with you and your choices. Occasionally, this road less travelled may be long and arduous, requiring commitment, research, and lots of your time, depending on your targeted enemy. Be strong. The power of computing is with you.



THE OFFICE

Field Report: It's an ugly Monday morning that gets uglier by the minute. Before you can even take a sip of your *doppio alto latte*, you sit down at your desk, check your email, and choke over a memo that says your company plans to replace all Macs with Wintel machines. The turncoats in charge claim that PCs are cheaper, easier to support, and the business standard, which makes it easier for the company to find software suiting its specific needs. They say they want to commit to one platform to end networking hassles. The entire office hears you retching, even over the boisterous cheers of "Hallelujah, job security!" echoing from the MIS department. When you've recovered from the shock, you plan your attack.

STEP 1. TARGET YOUR ENEMIES

ENEMY: THE BOSS

STEP 2. GATHER YOUR WEAPONS (TAKE ONE, TAKE ALL)

★ Grab a Mac catalog, such as MacMall, and its PC counterpart, PC Mall, and do a price comparison. Apple has slashed its prices within the last couple of months, making many machines very affordable.

★ See past issues of *MacAddict* or our Web site (http://www.macaddict.com) for reasons why the Mac is better than the PC, focusing on networking, ease of use, and technical support.

★ Buy a copy of Connectix Virtual PC to show off the Mac's ability to run Windows programs. (Bonus points: Expense this purchase to the company.)

★ Round up facts and figures from "Mac Facts, Not Fiction," page 31, to counteract claims that Apple's low prices are merely a going-out-of-business sale.

★ Create a petition to save the Mac and have every Machead at work sign it.

★ Make a list of all Mac-compatible software titles that would suit your company's needs. If you can't find what you need, post the search on the Evangelist (http://www.evangelist.macaddict.com) —you may find out it does exist after all.

★ Gather facts and figures from the study on personal computer satisfaction done by Evans Research Associates in early 1996 proving that troubleshooting, setup and installation, connecting to a LAN, and connecting peripherals is all easier to do on a Mac. Find the study at http://www2.apple.com/whymac/satisfaction/default.html.

★ Take charts and statistics from the 1995 study done by Gartner Group Consulting Services showing Macs are less expensive to support than Windows systems. You can find a summary of the report at http://www2.apple.com/whymac/ggstudy/default.html, or you can order the full report by calling 800-232-9335.

★ Gather articles about the security bugs in Windows 95 and Microsoft Internet Explorer. For example, in "MS security plugs not airtight" (c/net, May 22, 1997), Nick Wingfield writes, "Some security experts believe [Microsoft] is struggling with deep-rooted vulnerabilities in its OS and Internet technologies."

★ For inspiration, read the letter that NASA employees, intent on keeping their Macs despite bosses' orders, sent in protest to their boss, Daniel S. Goldin. Find a copy at http://www.MadMansDream.com/FairyTales/100796Update/GoldinFax.html.

★ Pillage Apple's Web site for specs and screenshots of all its hot new products, especially the world's fastest laptop, the PowerBook 3400—perfect for any successful company's CEO.

★ Recruit a band of level-headed PC users who are willing to admit that Windows 95 isn't the ideal solution for the entire company. This bipartisan backup will make your plea more objective.

★ Find a company that uses both Macs and PCs, and squeeze the MIS director for a personal testimonial on how a mixed-platform network works just fine.

★ Spark a grassroots movement by organizing Mac-using colleagues into a tech support team that troubleshoots and



FIND LINKS to other resources on the Web site.



provides tech help for each other. Not only will this show support for the Mac within the company, but it also will save the company money. Companies like that. ★ Take a big whiff of the sweet smell of California lawyer Brad A. Handler's success at http://www.mother.com/~randy/confession.html. He fought to save his office Mac, and he won.

STEP 3. ATTACK

ENEMY: THE BOSS

APPROACH: If you're going up against a board of directors or company president, you'll want to prepare a detailed report and product demonstration focusing on the Mac's strengths in the business world: competitive pricing, product and platform compatibility, ease of networking, and low-cost tech support. Research and preparation time will be extensive (don't forget to squeeze in enough daylight hours to actually do the job that pays your bills), but you'll want your presentation to be slick as well as solid. Convince your audience of the Mac's superiority by staging live demos of the machine in action. Install a program such as Adobe Photoshop on both a Mac and a PC to show off the Mac's speedy installs and simplicity. Load Connectix Virtual PC to demonstrate the Mac's ability to run any Windows program the company uses.

APPROACH: If you work in a small office and are taking on your daily supervisor, a simple memo or letter stating the facts and figures of your case should suffice; formal demos probably aren't necessary.

NEGOTIATION TACTIC: Be prepared to compromise. A good negotiator knows when to give and how much to take. Perhaps you can convince your company to allow Macs for employees who demonstrate a "need," or at least prevent your boss from spending the whole year's lunch money on converting to Windows before Apple has a chance to prove itself.

STEP 4. SURVIVE THE AFTERMATH

ENEMY: THE BOSS

REALITY A. You lose your job.

Strategy: Look for a job in an office that uses Macs.

Strategy: Get a lawyer.

REALITY B. You keep your job but lose your Mac.

Strategy: Try to make your PC look like a Mac. (See "Coping Strategies," page 54.)

Strategy: Bring in your own Mac to use at the office.

Strategy: Quit.

REALITY C. You keep your Mac.

Strategy: Keep up the fight until the rest of the company converts.

Strategy: Find new, less important ways of avoiding that pile of work on your desk.

Act as a consultant for your school, and use this information to suggest exactly what Macs the district should buy, how much they'll cost, and how to get them... make your school an offer it just can't refuse.

THE SCHOOLS

Field Report: Your local school district just received a large chunk of funding with a personal note attached from Bill Clinton telling it to get wired or get lost. The school board members want to ditch the lab full of Mac LCs and go Windows. They argue that their kids need to learn Windows to be prepared for the "real world." They claim that there is more educational software available for PCs. They allege that Apple won't be around in a year to provide technical support, and as a final injustice, they throw in, "Most kids have PCs at home anyway." With home schooling available as a last resort, you plot to save the town's children from PC domination.



STEP 1. TARGET YOUR ENEMIES

ENEMY: THE SCHOOL BOARD

STEP 2. GATHER YOUR WEAPONS (TAKE ONE, TAKE ALL)

★ Prove that Apple isn't going anywhere, using facts and figures from "Mac Facts, Not Fiction," page 31.

★ Compile a list of Mac-only products to show the tremendous variety of programs that are available for the Mac. Check out http://www2.apple.com/whymac/onlymac/default.html for a list of almost 2,000 programs. According to a Fall '96 report from Education Products Information Exchange, there are nearly 4,500 education titles available for the Mac, compared with fewer than 3,000 titles for Windows-based computers.

★ Demonstrate the Mac's ease of use versus a PC running Windows 95 with step-by-step illustrations from "Know Your Enemy" (see page 40) and from the study done by Norris and Wong Associates in November 1995 titled "Maintenance Comparison: Macintosh vs. Windows 95" (go to http://www2.apple.com/whymac/maintenance/default.html).

★ Prepare tutorials on different ways of upgrading and using the LCs your school already has by checking out the "This Old Mac" features in the July and August '97 issues of *MacAddict*.

★ To elaborate on Apple's commitment to the education market, gather articles, reviews, personal testimonials, and pricing on the Emate 300—Apple's cool new educational computer.

★ Reference the preface to the 52-page paper written by Principal T. Richard Rust in support of the continued use of Macs in the Metro Nashville Public School System. Letters of support from teachers, hardware and software price comparisons, and links to other helpful sites are available at http://edge.net/~baxter/rust.html.

★ Take notes from yet another educator, Michael J. Johnson, Ph.D., the deputy superintendent for instruction and technology for the Conroe Independent School District in Conroe, Texas. Johnson wrote the famed paper "Adult Reasons Why Educators Should Continue to Embrace Macintosh," which you can find at http://edge.net/~baxter/why.mac_johnson.html and on The Disc.

★ Exploit local Mac addicts by asking kids, teachers, and parents to write letters voicing their support for the Mac.

★ Check out the Apple Web site for statistical proof that Apple still holds the

number one market share in K-12 education, with an installed base of 63 percent. Look for more education statistics supporting Apple's strengths in the schools at http://ed.info.apple.com/education/education/aiecompadv.html.

★ Call your local Apple representative for more details on the Apple Education Finance Program, which offers special prices for schools. Act as a consultant for your school, and use this information to suggest exactly what Macs the district should buy, how much they'll cost, and how to get them...make your school an offer it just can't refuse.

★ Also, ask your rep about Apple's nationwide seminar series, which was designed to teach teachers how to integrate technology into the curriculum. (Last year, Apple held more than 400 seminars across the country.) To emphasize the value of these seminars, cite the 1997 Educational Testing Service (ETS) report titled "Computers and Classrooms: The Status of Technology in U.S. Schools," which says that "helping teachers learn how to integrate technology into the curriculum is a critical factor for the successful implementation of technology applications in schools." The entire report is available at http://www.ets.org/research/pic/cc-sum.html.

★ Read "If I Were on the Committee" by 3M Product Manager and concerned parent Cameron T. Murray for a well-researched argument against ridding schools of Macs. Find it at http://www.sowashco.com/news/whymac.html.

★ Reference the March 1997 *Technology Purchasing Forecast* by Quality Education Data of Denver, which shows that Macs will account for 59 percent of all computers sold to schools during the 1997-1998 school year, up 3 percent from last year. Copies of QED reports can be ordered from QED (1700 Lincoln St., Ste. 3600, Denver, CO 80231; qedinfo@qeddata.com).

STEP 3. ATTACK
ENEMY: THE SCHOOL BOARD

Find out when the school board holds its meetings, and schedule yourself to make a presentation complete with a detailed report and live demonstrations featuring real kids and real computers. (Be prepared to spend a lot of time researching and preparing for these 15 minutes in the spotlight; teachers are tough critics—just ask your kids.) In presenting your case, focus on the minimal support needed to keep Macs running as well as their extreme ease of use. Most schools don't have the money to blow on tech support, and many teachers don't know how to use the computers they currently have. To highlight this point, organize a demonstration in which a teacher must set up and configure a PC while one of the students does the same thing on a Mac. For even more technical, as well as moral, support, invite your local Apple representative and fellow Mac-loving parents to the meeting—the more tax-paying parents there, the better.

NEGOTIATION TACTIC: Volunteer to install and troubleshoot any new Macs the school buys, or offer to host a few training seminars for tech-shy teachers. If you don't have enough hours in the day as it is, try to recruit members of your local Mac users group to volunteer their services. Then challenge Windows users to provide similar services and watch them slink from the room.

STEP 4. SURVIVE THE AFTERMATH
ENEMY: THE SCHOOL BOARD

REALITY A. The school buys from Bill, not Gil.

Strategy: Send your kid to a private school that uses Macs.

Strategy: Let your kids stay at the school, but encourage them to use the Mac at home.

Strategy: There was that home schooling option....

REALITY B. The school buys from Gil, not Bill. Children around the district rejoice, and somewhere an angel gets its wings.

THE NEIGHBORHOOD

Field Report: One by one, your friends, relatives, neighbors, mail carriers, taxi drivers, and grocery clerks all seem to be caving in to the Microsoft hype machine—the only Microsoft product that works smoothly, you grudgingly admit. Being a die-hard Mac addict (you got that Apple tattoo way back in '84) means you have to do something to prevent any more of these computing casualties. You're no Nick Cage, but you do know enough not to leave any man, woman, child, or mail carrier behind to get swallowed up by an inferior OS disguised in a Mac-like interface. With no time to waste, you set about hatching a plan to keep your world from going to Windows. (Kids facing a slightly different Mac-threatening situation, in which they want a Mac but can't get parental approval, can also read on for tips on how to show obstinate parents the true, the only, the Mac way.)

Compare *MacAddict* with dull PC mags to show Mac owners' contagious enthusiasm for their machines.

STEP 1. TARGET YOUR ENEMIES
ENEMY: THE WORLD
ENEMY: YOUR PARENTS

STEP 2. GATHER YOUR WEAPONS (TAKE ONE, TAKE ALL)
ENEMY: THE WORLD

★ Read "The Gentle Art of Verbal Mac Defense," page 26, for tips on verbal persuasion that will give you the upper hand in any OS argument.

★ List a few comparisons showing how easy the Mac is to use compared with a PC, from "Know Your Enemy," page 40.

★ If your targeted convert is leaning toward Windows 95 because of all the bad press Apple has gotten over the last year, check out "Mac Facts, Not Fiction," page 31, revealing the true state of Apple's affairs.

★ Gather Mac software and hardware catalogs to prove that not only are there a lot of Mac products on the market, but they're also reasonably priced compared with their PC competitors.

★ Show off the specs of Apple's newest

machines (the PowerBook 3400 and Power Mac 6500/300), which sport the fastest processors in the business.

★ Compare *MacAddict* with dull PC magazines to illustrate the very special contagious enthusiasm Mac owners have for their machines.

★ Research pricing and availability of Apple machines so that you can offer sound buying advice to first-timers.

★ Find out what your audience's special needs are (word processing, music making, fashion designing), and find Mac software that targets those needs.

★ Gather articles from PC magazines in which the authors gripe about all the troubles they've had with Windows 95. (Bonus points for PC magazine articles that actually recommend Macs.)

★ Comb through past issues of *MacAddict* and our Web site for reasons why the Mac is better than the PC.

★ Research the Mac's Internet capabilities. Not only are Macs easier to connect to the Internet than the PC, but they're also faster. According to a May 19, 1997, c/net article reviewing 22 modems, "...if you plan to get ISDN for faster Internet access, the Macintosh-only Sagem Planet ISDN GeoPort Adapter outperformed all other products tested (including those for the PC)."

★ If *you* don't already have a Mac, then get one. What are you waiting for?

Make a list of all the Mac software you'll use. Remember, a list of strictly games isn't really impressive to parents.

ENEMY: YOUR PARENTS

★ Parents tend to be concerned about your future, so gather facts and examples proving that the Mac will improve your life. Include demographics of Mac users (we tend to be creative and well educated, and we also seem to make a lot of money...on the average) and the names of well-known people whom you and/or your parents admire who use Macs (found on the Apple Web site at http://www.apple.com and on the Celebrity Macintosh Page at http://www.owt.com/users/sdechter/celeb.html).

★ Create charts and graphs illustrating all the time you'd spend doing work on your Mac as opposed to all the time you'd spend just getting your PC to work.

★ Ask your Apple-loving teachers to write a letter of recommendation for the Mac—parents tend to take teachers' notes seriously. (Bonus points for a letter from the principal.)

★ Research the price of the Mac you would like to own, then give this to your parents, including a picture and purchasing information. (Bonus points for keeping the system under $2,000, including the monitor.) You might also want to pick out a used system to show your consideration for the family budget—prices for used machines can be found on The Disc.

★ If your parents question the wisdom of buying used hardware, stress the fact that Macs are good investments—even a Mac Plus can run System 7!

★ Make a list of all the Mac software you'll use and exactly what you'll do with it. (Remember, a list of strictly games isn't terribly impressive to parents.)

★ Make a list of colleges and universities that require students to own Macs, such as the University of New Mexico School of Medicine and the University of Oregon School of Law.

★ Get information on Apple's special low-interest loans for college students age 18 or older who want to purchase Macs and Mac peripherals from retail stores. Students can defer principle payments until they graduate or for up to four years (whichever comes first), and they no longer have to wait for months to receive a machine. For more information, call 800-277-5356.

★ Enlist friends and their parents to talk to your parents on your behalf.

★ Offer to show your parents how to use the Mac for "together" time; find out what interests them, then show them how to do it on the Mac.

STEP 3. ATTACK

ENEMY: THE WORLD

For most people, seeing truly *is* believing, which means your best weapon of persuasion is your Mac. Sure, statistics are useful in countering PC attacks and dispelling Mac myths, but people need to see the Mac in action to really *lust* after it. So invite your neighbors, friends, and relatives over to see how your Mac works. Demonstrate how easy it is to install a CD-ROM or an external hard drive or your favorite application. Then show them all the creative ways you can use those tools by creating sounds and videos, editing home snapshots, completing a *MacAddict* how-to, connecting to the Internet, and designing a Web page (not all in the same day, of course). Let them flip through your stack of *MacAddict* and Mac catalogs. Then, when the questions start rolling, counter their misplaced fears with your statistics. Seal the deal by offering to tag along to the store and supply experienced advice on which Mac to buy.

ENEMY: YOUR PARENTS

Call a family meeting, and make your case using the weapons you've gathered, focusing on the Mac's pivotal role in your educational, financial, and ethical well-being. (It would be unethical to aid a man bent on world domination, now wouldn't it?) Find out what further objections the parental units have against you using a Mac, ask what it would take to overcome these objections, and then do it.

A slightly more expensive tactic (on your part) would be to earn some of the cost doing household chores or working a part-time job after school. You could even agree to do work your parents need done on the computer, such as doing genealogy research, setting up a Web site for their favorite cause, or designing a flyer for their annual summer yard sale. Maybe then, if you earn some percentage of the cost, they'll chip in and buy the rest.

STEP 4. SURVIVE THE AFTERMATH

ENEMY: THE WORLD

Reality A. You get one of your friends to buy a Mac.

Reality B. You get two of your friends to buy a Mac.

Reality C. You get three of your friends to buy a Mac.

Reality D. You get the picture.

ENEMY: YOUR PARENTS

Reality A. They buy you a Mac.

Reality B. They pad your bedroom walls and call a specialist.

Reality C. They buy you a Windows machine, and *you* ask them to pad your bedroom walls and call a specialist. ◣

Associate Editor Nikki Echler likes to eat Peeps—purple Peeps served warm on graham crackers with just a hint of chocolate.

We Just Started Dating 3 Weeks Ago.
He Seemed So Happy.



What Went Wrong?



POSTAL

Find out at www.gopostal.com

Download the free mini demo on our website or call 1-888-797-5867 for a fully loaded demo disk (use the code words "firing squad"). And yeah, there is a charge - but don't go Postal - it's only 5 bucks.

RUNNING WITH SCISSORS

ripcord GAMES

RATING PENDING
RP
CONTENT RATED BY ESRB

KNOW YOUR ENEMY

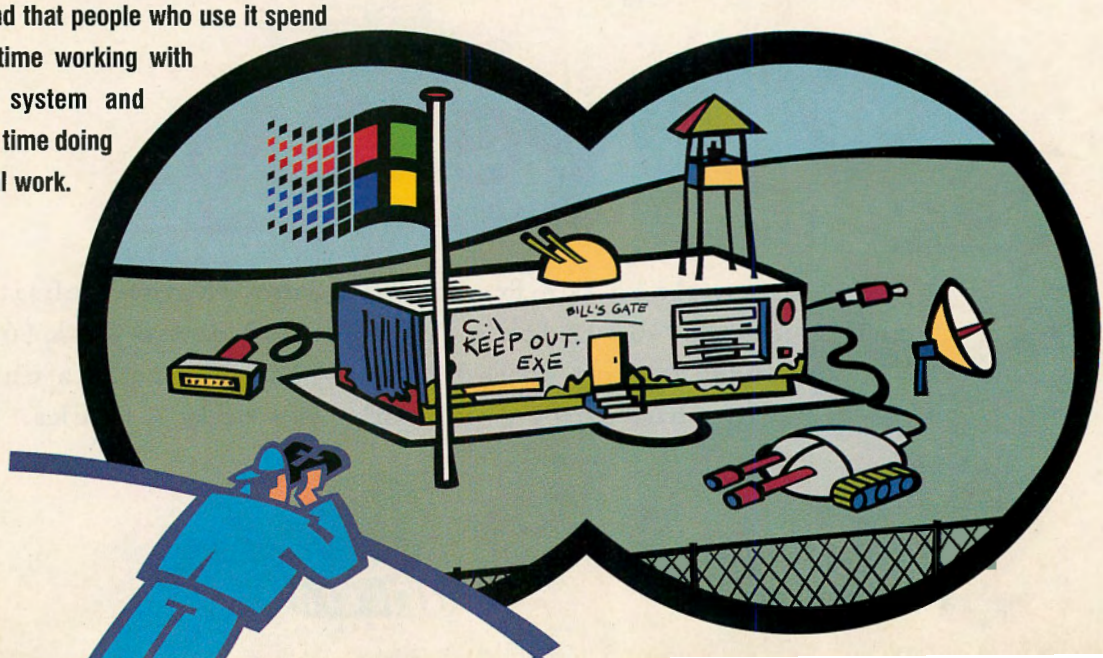
TEN TASKS THAT PROVE THE MAC IS A BETTER MACHINE

FIND MORE REASONS why the Mac is better on the Web site.

By David Reynolds

You know the type. No matter how well you argue, no matter how many facts and figures you toss around, no matter what experts you quote, there's always someone who just isn't going to believe it until they see it. If you're trying to convince one of these disbelievers that the Mac is indeed the better machine, then you need some evidence that you can actually show them.

To help you, we compared 10 tasks using both Windows 95 and Mac OS 8, counting the steps required to perform them. Some of the tasks merely took longer under Windows 95, but some we couldn't do at all. Below, we take you step by step through each task on each platform. Use this information to show that the Mac OS is an easier-to-use, simpler, more elegant alternative to Windows 95 and that people who use it spend less time working with their system and more time doing actual work.



Opening art by Henk Stolker



1. PRINT THE CONTENTS OF A WINDOW AS A LIST

MAC OS 8

1—Select the View as List from the View menu.
2—Select Print Window from the File menu.
3—Click OK in the Print dialog box.

WINDOWS 95

1—Select Details from the View menu for the window to be printed.
2—Open the window wide enough to show all the items, if possible.
3—Push Print Screen.
4—Open Paint from the Start menu.
5—Choose Paste from the Edit menu.
6—Print the screenshot.

BOTTOM LINE:

Number of steps: 3

Number of steps: 6

THINGS YOU SHOULD KNOW:

Windows 95 can't print the contents of a window without somehow capturing those contents first. We chose the screenshot method because, well, we weren't sure how else to do it, short of making a list in a word processor and then printing that list. Note that this method won't print all the items if the list is longer than the window. It will print only the items that are visible when you take the screenshot.

2. CHOOSE A FUNKY FILE NAME

MAC OS 8

1—Click on the name of the document to be changed. After a pause, the name is ready to be edited.
2—Type the following: Is "it" done/completed?
3—Press Return.

WINDOWS 95

1—Click on the name of the document to be changed. After a pause, the name is ready to be edited.
2—Type: Is "it" done/completed?
3— Press Return.
4— Watch as Windows complains about your selection of file names. Edit the file name to remove the symbols (") , (/), and (?). Add five steps as a penalty for not being able to do the job.

BOTTOM LINE:

Number of steps: 3

Number of steps: 9

THINGS YOU SHOULD KNOW:

In the Mac OS, the only reserved character is the colon (:), and if you use it, the Mac OS thoughtfully changes it to a hyphen on the fly.

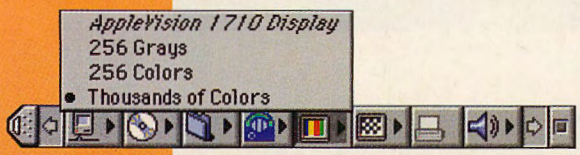
Windows 95 file names are still tied to DOS, and the file system will not allow you to use any of several reserved characters, including (/), (\), (:), (*), (?), ("), (<), (>), and (|).

3. CHANGE A MONITOR'S COLOR DEPTH



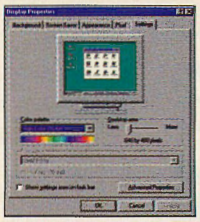
MAC OS 8

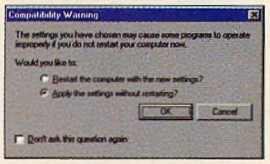
1—Open the Control Strip control panel.
2—Click the color depth icon, and select a new color depth.
3—The monitor changes depths. Close the Control Strip.

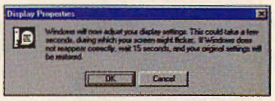


WINDOWS 95

1—Right-click the startup screen, and select Properties from the pop-up menu.
2—Select the color depth from the pop-up menu.
3—Click OK.
4—A warning dialog box appears, advising that problems may arise if the computer isn't restarted. You can choose to restart the computer, or you can continue without restarting. In the interest of time, apply the settings without a restart. Click OK.
5—Another dialog box appears, indicating that Windows will now adjust the color depth. Click OK.
6—After the color depth is OK, another dialog box appears, asking if you want to keep the new settings. Click OK.







BOTTOM LINE:

Number of steps: 3

Number of steps: 6

THINGS YOU SHOULD KNOW:

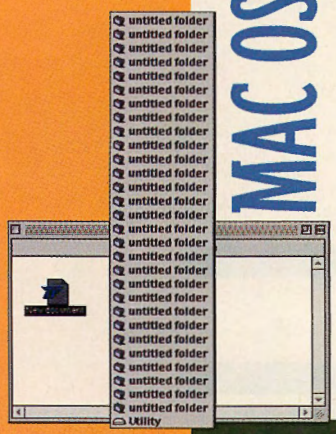
Switching color depth in the Mac OS is as easy as a click and drag in the Control Strip.

In Windows, either you must introduce instability and click through several dialog boxes, or you must restart your computer.

4. NEST A DOCUMENT 30 FOLDERS DEEP

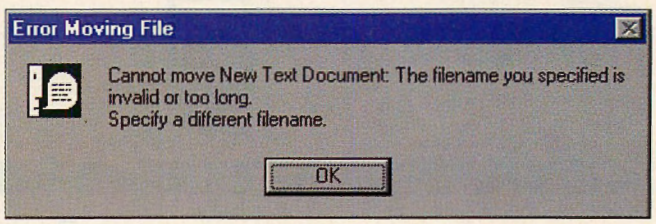
MAC OS 8

1—Create a new folder. Open it, and create another new folder.
2—Repeat until you have 30 folders nested.
3—Drag the document into the 30th folder.



WINDOWS 95

1—Create a new folder. Open it, and create another new folder.
2—Repeat until you hit the brick wall that is the Windows 95 path-name length limit.
3—Realize it can't be done in Windows 95. Add five steps as a penalty.



BOTTOM LINE:

Number of steps: 3

Number of steps: 8

THINGS YOU SHOULD KNOW:

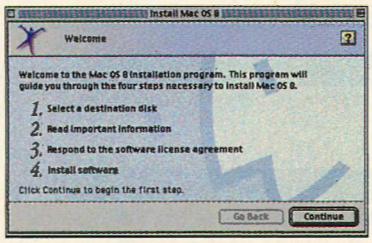
The Mac OS doesn't face any limitation in path-name lengths.

Sure, you may say no one ever nests a folder 30 levels deep, but that's not always so. On a 4GB drive, a person with lots of stuff to organize, say a Web developer, might reach this level sooner than you'd think. Windows 95 has a path-name length limit of 260 characters. About the time you reach your 25th nested folder, you're smack up against this limit. If you try to add a file with a long name to the deepest folder here (assuming all the folders are named New Folder), Windows 95 will tell you that your file name is too long or is invalid. It won't tell you about the path-name limit.

5. INSTALL SYSTEM SOFTWARE

MAC OS 8

1—Launch the installer. Read Welcome, and click Continue.
2—Select the hard drive on which you want to install Mac OS 8. Click Select.
3—Read the Read Me file, and click Continue.
4—Read the license agreement, and click Continue.
5—Agree to the license agreement.
6—Click Start. The installer will check the disk and update the hard disk driver.
7—The installer installs Mac OS 8. When it's done, click Quit.



WINDOWS 95

1—Type "setup" in DOS. The setup program will launch and advise you that setup will take 30 to 60 minutes.
2—Click Continue. The Setup program launches the Setup Wizard.
3—Read and acknowledge the Windows license agreement.
4—The Wizard then collects information about your computer. You'll need to select a directory, select some setup options, and then enter the 20-digit product identification number.
5—The Wizard then scans for installed hardware (such as sound cards) and presents you with a list of detected peripherals.
6—The Get Connected dialog box comes up and asks if you want to install the Microsoft Network, Microsoft Mail, or Microsoft Fax. Select your options.
7—The Windows Components dialog box comes up and asks which components you want to install (control panels and so on). Choose the Most Common selection.
8—Windows asks if you want a startup floppy disk. Allow the Wizard to create one.
9—The Wizard then asks if you want to install Windows 95. Do so.
10—The Wizard asks you to insert a floppy into drive A. Do so, and continue.
11—The Wizard then asks you to remove the disk. Do so, and click OK.
12—Now, the installer restarts your computer to continue installation. When it does, it asks you to select your time zone. Do so, then move on to the next step.
13—Finally, the Wizard asks you to select a printer. Do so, and Windows then finalizes your settings.
14—Windows restarts and welcomes you.

BOTTOM LINE:

Number of steps: 7

Number of steps: 14

THINGS YOU SHOULD KNOW:

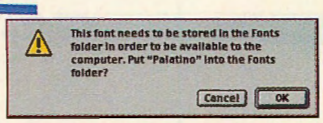
Once you do the initial disk check and driver update, you can walk away, and everything installs without needing any help from you. The installer does the job in less than 30 minutes.

These installations were done on preformatted hard drives. The default or recommended options were those that were chosen. To our surprise, installing Windows wasn't bad. It took only a little more than 30 minutes, but we needed to nurse the installer along by answering questions and so on. Windows installation has come a long way, provided the disk has been prepared properly.

6. ADD TRUETYPE FONTS

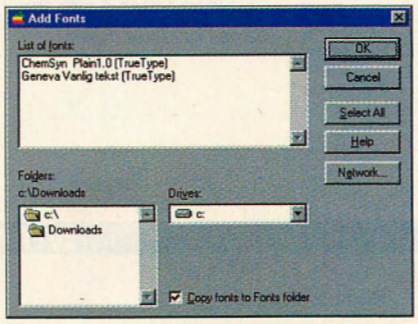
MAC OS 8

1—Open the drive with the System Folder on it.
2—Drag the fonts onto the System Folder.
3—Click OK.



WINDOWS 95

1—Click the Start button, and open the Control Panels item.
2—Open the Fonts folder.
3—From the File menu, select Install New Font.
4—Select new fonts to install from the list in the window on the upper left of the dialog box.
5—Click OK to install the fonts.



BOTTOM LINE:

Number of steps: 3

Number of steps: 5

THINGS YOU SHOULD KNOW:

Fonts in Windows 95 are one of the easier things to install, but the process still isn't as easy as dragging and dropping fonts on the System Folder in the Mac OS.

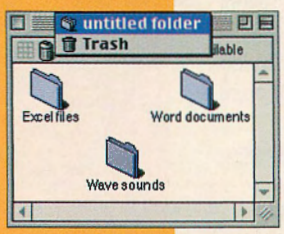
FIGHT

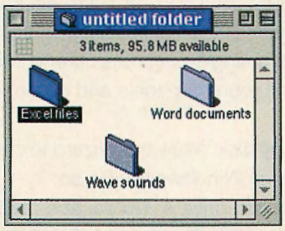


7. PUT A FULL FOLDER IN THE TRASH, THEN REMOVE IT

MAC OS 8

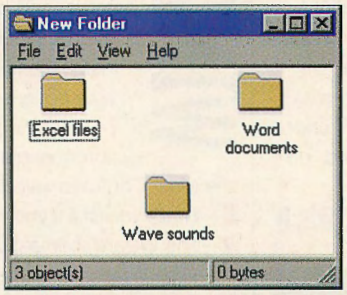
1—Drag the folder into the Trash.
2—Drag the folder back out of the Trash, and put it back where you got it. (Or just select the folder, and type Command-Y. The folder and its contents magically return to where they started.)

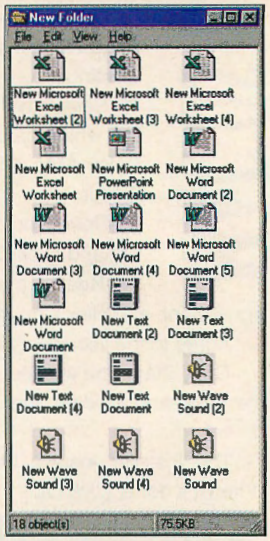




WINDOWS 95

1—Right-click on the folder to be thrown away.
2—Remember which items in the Recycle Bin belong to the folder that you threw away, and select them.
3—Right-click on one of the selected items, and select Restore from the pop-up menu.





BOTTOM LINE:

Number of steps: 2

Number of steps: 3

THINGS YOU SHOULD KNOW:

In Windows 95, when you throw a folder into the Recycle Bin, the folder disappears, and all the folder's contents are left without any container. This is a real bummer when the folder contains other folders and all of the files get mixed together; the situation becomes especially sticky when two of those files happen to share the same name. The folder structure can be recreated on the disk with the Restore command, but you have to go through the trash and remember which files belonged to the recycled folder. If you restore another file that doesn't belong to the recycled folder, it will be put away in some unrelated part of your hard drive.

8. TAKE A SCREENSHOT

MAC OS 8

1—Press Command-Shift-3. (Or if you just want to capture a portion of the screen, press Command-Shift-4. Or if you want to capture a window, press Command-Shift-4 with the Caps Lock key down.)

WINDOWS 95

1—Push Print Screen.
2—Go to the Start menu, and open the Paint program.
3—Select Paste from the Edit menu.
4—Choose Save from the File menu, and save the screenshot.

BOTTOM LINE:

Number of steps: 1

Number of steps: 4

THINGS YOU SHOULD KNOW:

The Mac OS automatically saves screenshots to the hard disk, and it even can take screenshots of a selected part of the screen or of an open window—all with a couple of keystrokes and a mouse movement.

Windows 95 can capture screenshots via the Print Screen button, but because this action copies the current screen to the clipboard, this requires that you then paste the image into some kind of bitmap graphics program. If you press the Print Screen button a second time before the first screen capture is pasted, you'll lose the first screenshot.

9. USE A SECOND MONITOR AS EXTRA REAL ESTATE

MAC OS 8

1—Plug a second video card into a free PCI slot.
2—Plug the monitor into your Mac and into a wall outlet.
3—Start your Mac.
4—Open the Monitors control panel, and move the second monitor icon wherever you want it to represent additional desktop space.
5—Close the Monitors control panel.

BOTTOM LINE:

Number of steps: 5

THINGS YOU SHOULD KNOW:

The Mac OS maintains a huge desktop space, so if you have a second (or third, or fourth) video card and a second monitor, you can double your desktop real estate.

WINDOWS 95

1—Plug a second video card into a free PCI slot.
2—Plug the monitor into your computer and into a wall outlet.
3—Start your computer.
4—Take five penalty steps when you realize that this is something that can't be done in Windows 95.

BOTTOM LINE:

Number of steps: 8

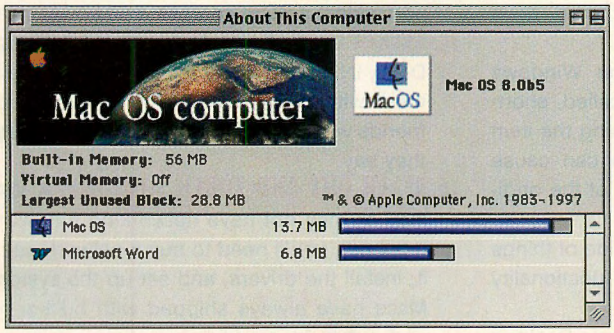
THINGS YOU SHOULD KNOW:

With Windows, no such luck.

10. CHECK THE AMOUNT OF RAM A PROGRAM IS USING

MAC OS 8

1—Select About This Computer from the Apple menu.



BOTTOM LINE:

Number of steps: 1

WINDOWS 95

1—Open the Resource Meter.
2—Guess at what the terms *System resources*, *User resources*, and *GDI resources* mean.

BOTTOM LINE:

Number of steps: 2

THINGS YOU SHOULD KNOW:

Although Windows 95 will give you an idea of what a given program is doing on your computer, there's no easy way to tell exactly how much RAM a particular application is using, short of installing a specific utility that tracks RAM usage. This isn't such an issue for Windows 95 users as you might think, because Windows manages memory in a way different from that of the Mac OS; but still, wouldn't it be nice to know how big an application's memory footprint is?

IN THE END:

After the smoke cleared, here's how many steps it took to perform our 10 tasks on each platform:

	MAC OS 8	WINDOWS 95
NUMBER OF STEPS:	31	65

As Mac users, we can afford to be generous. But we also can gloat a little.

FIGHT



20 OTHER ARGUMENTS FOR THE MAC OS

We picked 10 items to compare because 10 is such a nice number—and besides, we have a thing for David Letterman. However, there are more than 10 tasks that demonstrate why the Mac is the better machine. Here are some other Windows show stoppers that we could have included—things you can discuss with your Windows-using friends.

1. **MOVING APPLICATIONS.** In Windows 95, if you move an application, you risk breaking it or, at the very least, breaking any shortcuts and losing connections between the application and its documents. Windows users most often won't move their apps because of this, so if you want to impress a Windows pal, move your application folders around on your hard drive with impunity.
2. **BROKEN SHORTCUTS.** The Windows 95 version of aliases—called shortcuts—is quite fragile. Moving the item that a shortcut points to can cause the shortcut to lose track of the original item.
3. **PLUG 'N' PRAY.** People on the Windows side of things admit that the promised plug-and-play functionality never quite arrived.
4. **CHAIN OF PERIPHERALS.** Through the Apple Desktop Bus, Macintosh users can connect a trackball, a joystick, a keyboard, a mouse, and a graphics tablet all to the same ADB port. Windows users have no such bus.
5. **MANUAL LABOR.** Windows 95 doesn't have system-wide scripting. AppleScript provides it on the Mac.
6. **WHERE'S THAT FLOPPY DISK?** Windows 95 doesn't know when a floppy has been inserted or ejected. The Mac, on the other hand, automatically mounts an inserted floppy.
7. **DLL HELL.** Windows 95 has no feature to manage Dynamic Link Libraries (DLLs), which are something like extensions on the Mac. The Mac OS comes complete with Extensions Manager.
8. **TURN OF THE MILLENNIUM.** OK, so 2000 A.D. isn't technically the turn of the millennium, but it will be a momentous event for Windows 95 users who must deal with their PCs suddenly reverting to the year 1900 when the date digits flip to double zeros.
9. **GIVING THE BOOT TO A CD-ROM.** The Mac boots easily from a CD-ROM, making troubleshooting a breeze. Try that trick under Windows 95.
10. **BETTER GET YOUR SHOTS.** There are more than 8,000 PC viruses but fewer than 50 Macintosh viruses, according to Symantec.
11. **PLENTY OF POWER.** Although the Mac OS can't take advantage of multiple processors, certain applications—such as Adobe Photoshop—can, making them blistering fast. Windows 95 is limited to one processor, thankyouverymuch.
12. **MISTAKEN IDENTITY.** Windows 95 has problems with linking file types and applications, and that can cause the wrong application to launch when you double-click a document.
13. **SAY BYE-BYE.** Although it's a little thing, when you shut down a Windows machine, you have to manually flip a switch. The Mac, on the other hand, can shut itself down, monitor and all.
14. **MORE ELBOW ROOM.** The thought of adding a hard drive to a typical PC is a great way to spend an afternoon. On a Mac? Just plug the drive into the SCSI port, select a SCSI address, and power up everything.
15. **SECRET CODE.** A typical Windows 95 PC has scads of DLLs, INFs, and SYSs floating around the hard drive, most with cryptic names. Ask your Windows-using friends what any of these files are or do, and see what they say.
16. **REACH OUT AND TOUCH SOMEONE.** A Windows PC may or may not have networking hardware, and if it does not, you'll need to buy a network adapter, install it, install the drivers, and set up the system to use it. Macs have always shipped with built-in networking, and setup is as easy as plugging in a couple of cables, opening a control panel, giving yourself an identity, and pushing a button.
17. **HERE'S THAT FILE.** In Windows 95, when you add a file to a window, it always appears at the bottom of the list, regardless of where the file should go. You'll have to refresh that window for the file to appear in its proper place. The Mac OS automatically sorts files on the fly.
18. **DUPLICATING SERVICE.** Double-clicking an open application in Windows 95 often results in a second instance of that application launching. The Mac OS automatically takes you to the open application instead of launching another instance, which saves memory and processor resources.
19. **SO WHERE DID THAT DOWNLOAD COME FROM?** Only the Mac OS keeps track of downloaded files by automatically putting the URL in the file's Get Info box.
20. **PROOF OF CONCEPT.** Through Apple's LaserWriter 8.4.2 software, the Mac allows you to print n-up documents and inverted or flipped images, or send a print job as a PostScript file. And that's from any application. Windows 95 users don't have these kinds of options.

WHAT WINDOWS DOES WELL —AND HOW TO HANDLE IT

Windows 95 isn't all a bunch of schlocked-together stuff. Some of the things it does are on a par with, or better than, the Mac OS. When you're presented with arguments touting these advantages, here's what you should know to counter them:

THE WINDOWS ADVANTAGE: Windows 95 uses protected memory and thus is more stable than the Mac OS, which does not use protected memory.

WHAT IT IS: When an operating system implements protected memory, it makes each application run in its own memory space, which keeps it from going rogue and stomping all over some other application's—or the system's—memory. If an application crashes under protected memory, only the crashing application comes down. The system and all other applications keep running.

WHAT YOU CAN USE TO COUNTER THE ADVANTAGE: The problem with protected memory in Windows 95 is that only specially written 32-bit applications can take advantage of it. Non-32-bit applications, Windows 3.1 applications, and DOS applications still can bring down the whole system when they crash. Therefore, unless you're using only specially written applications, you don't get the full advantage of protected memory.

Just because the Mac OS doesn't use protected memory doesn't mean that it's unstable. Several things help keep the Mac OS running smoothly. Mac OS 8 is a good deal more stable than System 7.5.3 was just one year ago, and crashes in the Mac OS force a restart less often than they used to, thanks in part to proper error mapping. Utilities such as Norton CrashGuard help make Mac OS crashes less damaging—and less frustrating.

THE WINDOWS ADVANTAGE: Windows 95 uses preemptive multitasking, which makes the system more responsive than the Mac OS (which uses cooperative multitasking).

WHAT IT IS: Preemptive multitasking gives the operating system control over what the processor is doing. By assigning high priority to such tasks as mouse clicks and low priority to such tasks as file copies, the system can respond more quickly to a user's actions, giving it a snappier feel. Cooperative multitasking relies on all applications (and the operating system) to play nicely with each other. That is, each developer sets how much time his or her application will give up to other applications while in the foreground and while in the background. Because the Mac OS can't just wrest control from an application, it must wait until that application is gracious enough to release control.

WHAT YOU CAN USE TO COUNTER THE ADVANTAGE: This is a tough one, because Windows 95's multitasking does make the system feel snappier than the Mac OS. However, all is not lost. Windows 95's brand of preemptive multitasking isn't really what is considered preemptive multitasking. The generic term *preemptive multitasking*—as used by Be OS, Openstep, Rhapsody (when it arrives), and Windows NT—assigns priority levels to processes, which means that the OS handles the highest priority events first. Windows 95 doesn't make this distinction. Instead, it parcels out CPU time to various tasks. The upshot is that, although Windows 95's multitasking is better than that of the Mac OS, it is not on a par with other operating systems.

Also, Mac OS 8 includes a multithreaded Finder, which helps make Mac OS more responsive. The Mac OS is no longer paralyzed while performing a large copy or emptying 3,000 files from the trash, something that has long been a sore point with Mac users.

THE WINDOWS ADVANTAGE: Many more applications are available for Windows 95, far more than the paltry few thousand available for the Mac OS.

WHAT IT IS: Developers of all stripes have written thousands more Windows programs than Mac programs. And for several reasons, retail outlets give Windows software much more shelf space than Mac software, creating the illusion that there is no Mac software available.

WHAT YOU CAN USE TO COUNTER THE ADVANTAGE: Take a close look at the titles available for Windows 95. Cut through the lousy applications and the DOS-based, Windows 3.1, and non-32-bit Windows 95 applications, and what do you have? A few thousand applications—just like the Mac OS. Microsoft's Web site reports that there are around 1,100 applications that have obtained the Designed for Microsoft Windows logo, which is meant "to help you easily identify desktop hardware and software products designed specifically for the Microsoft Windows family of 32-bit operating software." Compare this with Power Mac-native software. Apple reports on its Web site that as of 1996, more than 2,400 Power Macintosh-native applications had shipped. That doesn't count what has shipped during 1997.

There isn't anything you can do on a Windows machine that you can't do on a Mac because of lack of software—except for playing some games, and there are even solutions for this. Connectix Virtual PC, which just hit the market, emulates a Pentium-based PC on your Macintosh. Because this is a computer emulator and not an OS emulator, you can run DOS games using Virtual PC.



With a swift Power Mac (say, faster than 150MHz), DOS games should run quite nicely, as should Windows 95, Windows 3.1, Openstep, or even Windows NT—all on your Mac. If speed is critical, you can always buy a PC-compatibility card and put an actual Pentium in your Mac.

THE WINDOWS ADVANTAGE: No one has ever been fired for buying Windows 95 computers for their workplace.
WHAT IT IS: Microsoft is very good at marketing and has managed to capture most of the corporate market. As a result, many folks choose Windows machines for their workplaces and their homes because they're the "safe" bet.
WHAT YOU CAN USE TO COUNTER THE ADVANTAGE: Just because Macs don't run Windows 95 natively doesn't mean they can't work happily alongside Windows computers. More than 28 million Macs have shipped, which attest to that point. Besides, if necessary, Mac users can read and write PC disks, can connect to PC networks, and can run Windows on their Macs (via Virtual PC or Insignia Solutions' SoftWindows 95, or by using a PC card that gives them two CPUs in one box). All the major applications are available on both platforms, and Microsoft is—scary as it seems—one of the Mac's oldest and most productive developers. There is no good reason why Macs can't fit seamlessly into a PC world.

THE WINDOWS ADVANTAGE: Windows 95 machines are cheap, and Macs are so much more expensive.
WHAT IT IS: More than a decade of competition has kept PC prices lower than comparable Macs—until recently. The perception that PCs are cheaper than Macs still persists.
WHAT YOU CAN USE TO COUNTER THE ADVANTAGE: When you add up all you get for free when buying a Mac—built-in SCSI port, networking, and 16-bit sound, to name just a few—the prices of a Mac (or Mac compatible) and a PC are pretty darned close. Plus, with Apple's strict standards for hardware integration (which the Mac clone makers adhere to), a Mac is easier to expand and causes far fewer hardware compatibility problems than a PC ever will.

The Mac clone makers have further served to bring down prices for Mac compatibles. It's possible to buy a brand-new PowerPC-based Mac UMAX Computer's SuperMac C500LT/140) for $899, which is the equivalent of a 140MHz Pentium with 16MB RAM, a 1.2GB hard drive, an 8X CD-ROM drive, built-in networking, a SCSI card, CD-quality SRS Surround Sound, and a nice utility software bundle. Although your PC-using friends may be able to find a computer for less, they'll have a hard time finding the equivalent for less.

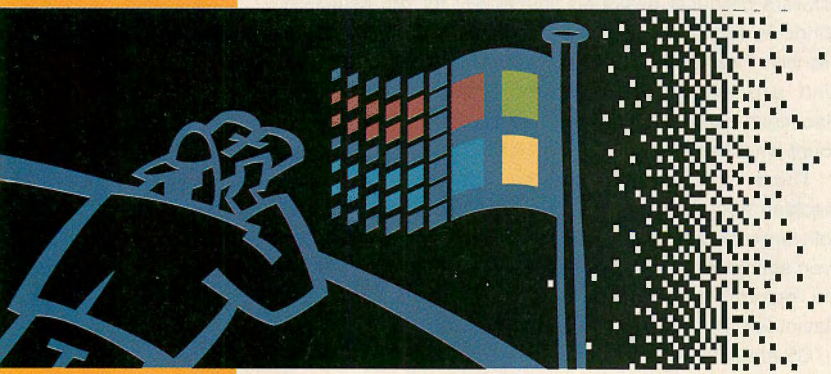
Apple has been dinged in the notebook department in past years for having sky-high prices. Not anymore. The PowerBook 1400, 2400, and 3400 lines are all solid Macs, and the prices are right. The IBM ThinkPad 760ED has a 133MHz Pentium processor, 16MB of RAM, a 2.1GB hard drive, a 12.1-inch active matrix display, and a 6X CD-ROM drive, and it costs $4,299 (street). Compare that with the PowerBook 3400c/200, which has a 200MHz PowerPC 603e processor (the equivalent of a 200MHz Pentium), 16MB of RAM, a 2GB hard drive, a 12.1-inch active matrix display, and a 6X CD-ROM drive, and you'll find it competitively priced—$4,599(street).

THE WINDOWS ADVANTAGE: Perception that Windows 95 computers are faster than Macs.
WHAT IT IS: Back in the days before Windows, the Mac ran at 8MHz. Because this relatively slow processor had to drive a graphical user interface as well as programs, it didn't always perform at the levels of a DOS computer. Although times have changed, what with the advent of PowerPC chips and all, the perception that Macs are slow still exists.

The fastest available desktop computer in the world (Power Computing's PowerTower Pro 250) runs the Mac OS, not Windows.

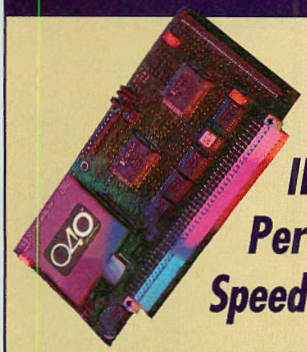
WHAT YOU CAN USE TO COUNTER THE ADVANTAGE: As of this writing, the fastest available desktop computer in the world (Power Computing's PowerTower Pro 250) runs the Mac OS, not Windows. The PowerPC architecture is just starting to hit its stride (with 350+ MHz Macs to show up in the next few months), while the Intel world is having difficulty keeping up. MMX, shmememex. The MMX multimedia enhancement has been shown to provide a speed boost only under specific conditions. This rears its head in Adobe Photoshop for MMX. If Photoshop filter settings are set to specific values, MMX does a great job, but if you choose different settings in filters, then MMX doesn't do much better than a non-MMX Pentium. Also, PC users will have to buy new software to take advantage of MMX.

In many real-world situations, MMX can't hold its own against the PowerPC. The Pentium II is making its debut, but again, benchmarks show that this chip is not so quick. SPECint95 ratings (which rates certain types of CPU performance) place a 233MHz PowerPC 604e at 10.3, while a 233MHz Pentium II gets a 9.48 SPEC int95. Larger is better, so guess who wins? And just wait until the G3 PowerPC chips show up in the next couple of months: *They're smokin'!*



David Reynolds still shudders from his three weeks of contact with Windows while writing this article, and he wonders how anyone using a Wintel machine gets any work done.

Run Your Mac Faster and Save!



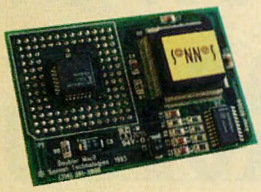
Accelerate Mac LC, LC II, Color Classic, IIci, IIsi, IIvx, or Performa 600 to '040 Speed Starting at $199

Sonnet Presto™ LC 040 50/25 MHz accelerators increase Mac LC, LC II or Color Classic performance 470% as fast as a stock machine (processor performance, MacBench2). Use RAMDoubler or Virtual Memory to break the 10MB barrier with the Presto LC (except Mac LC, OS 7.1+req'd). The Presto LC is only $199, or with hardware Floating Point Unit (FPU) $249.

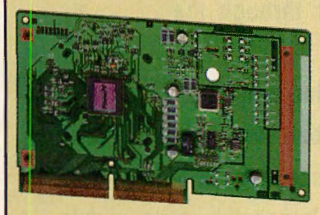
The 80/40MHz version for the Mac IIsi*, IIci, IIvx, or Performa 600 increases processor performance by 250-500%. The 80/40 MHz Presto at only $299 includes a 128K level 2 cache, or $399 with FPU.

All Prestos are 100% application software compatible and run through System 7.6. The Prestos are easy to install in the Macs' processor direct slot, and come with clear installation instructions. (*Adapter req'd IIsi)

Allegro's Fast 68030s Give New Life to Mac SE, II, IIx, LC, LC II, Color Classic from $99



Give your older Mac more muscle. Sonnet Allegros™ are packed with features at bargain prices. The 33MHz Allegro LC for the Mac LC, LC II, Color Classic doubles your cpu speed, adds 16K level 2 cache and includes an FPU–all for only $149. The 33MHz Allegro SE increases performance 460%, includes an FPU and 4 SIMM slots to expand memory up to 16MB for a bargain $199. Allegro Mac II, IIx models double '030 speed to 33MHz for a mere $99.

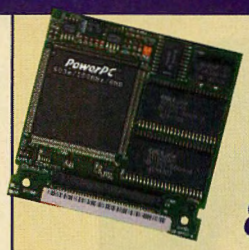


7300-9600 Upgrade

150MHz 604 $199*
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Give your Power Mac 7300, 7500, 7600, 8500, 8600, 9500, 9600 a PowerPC 604/604e upgrade. These power-packed upgrades are 100% compatible with your existing software and hardware. Just plug one in and enjoy the productivity you deserve. Add a 1MB cache card and double your performance! *with card trade-in.

Wow! IMS Twin Turbo 4MB VRAM..... $249



Upgrade Your PowerBook 520/540 to 100MHz 603e with 8MB Memory for $399*

This is the genuine Apple Computer upgrade designed to bring your trusted PowerBook 520/540 into the PowerPC generation with a speedy 100MHz 603e PowerPC processor. With this upgrade you can run all native PowerPC applications. Upgrade your reliable ethernet-equipped PowerBook to PowerPC, and prepare for the MacOS future. The upgrade includes 8MB of memory and is compatible with your existing RAM expansion board. *Price after a $100 discount for trade-in of existing 68LC040 card.

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Plug the Sonnet QuadDoubler™ into a Quadra 610, 660AV, 700, 900, or Centris™ 610*, 660AV, 650 and run virtually twice as fast as before for only $399. No software upgrades or changes are required. Just plug the QuadDoubler into your CPU socket and power up your Mac. A CPU extraction tool is even included to simplify installation. The QuadDoubler includes a Floating Point Unit for superfast rendering or calculations. A cache card is also available for the Quadra 700/900 for even more performance. *The Centris 610 QuadDoubler runs at 80/40 MHz and is value-priced at $299 (without FPU $199).



Add Math Coprocessor to 68040 Macs & PowerBooks

Give your Quadra, Centris, or PowerBook 520/540 a math coprocessor for rendering, Photoshop, CAD, or other Math intensive applications. 25MHz 68040 $125*, 33MHz 68040 with heat sink $169*. Add a full 66/33MHz 68040 with FPU to your PowerBook 520 or 540 for $199*. This upgrade also speeds 520 to 66/33MHz 540 performance. Call for PB190, Duo280 or 68882 FPU. *68LC040 trade-in required.

Cache Speeds!



PowerMac with 1MB cache runs twice as fast as cache-less (200MHz 604e, MacBench 4). We build 'em. Resellers call for volume pricing.

256K	6100/7100/7200/7500	$49
512K	7200/7300/7500/7600/8500/8600	$89
1M	7200/7300/7500/7600/8500/8600	$159
256K	5200/6360/5400/5500/6400/6500	$79
512K	5200/6360/5400/5500/6400/6500	$149
1M	5200/6360/5400/5500/6400/6500	$199

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VISA and MasterCard no surcharge. We used to have a surcharge; we don't anymore. Government, corporate and education P.O.s welcome. Tammy works diligently to process every in-stock order within 24 hours. You can wish her the best for her upcoming July wedding if you need to check on order status. One year limited warranty on all products. If you step on it and break it we limit the warranty, otherwise we don't limit it too much. All returns require an authorization and are subject to a restocking fee. ©1997 Sonnet Technologies, Inc. Sonnet, the Sonnet Logo, Allegro, Presto and QuadDoubler are trademarks of Sonnet Technologies.

BAM! ENLIGHTENMENT. NIRVANA. MACINTOSH.

CREATE YOUR OWN PROPAGANDA

FIND MORE Mac propaganda and links on the Web site.

FIND A NIFTY Mac bumper sticker, a button, and a poster on The Disc.

By Ray Larsen

1984 Super Bowl XVIII in Tampa, Florida. The Los Angeles Raiders were busy stomping all over the Washington Redskins, ready to surpass the Super Bowl I 35-10 scoring record. I was getting up to get a hot dog during a break for station identification, when—BAM! Enlightenment. Nirvana. Macintosh. Squeezed between beer ads, a lone runner strides through the damp postapocalyptic streets at dawn, determined legs pumping and strong arms hurling a huge sledgehammer through the socialistic big brother/Big Blue visage of computing conformity. Pure poetry.

Apple introduced its Macintosh computer with all the pomp and panache due a major milestone in the home computing timeline. Ridley Scott's introductory commercial sent the ball clear out of the park. This was one of the greatest pieces of advertising ever to hit the screen. But since then, what has Apple done to really hype the Macintosh? There was the Tom Cruise Plotline Impossible thing a while back, but nothing else comes to mind. And that, my friends, is a major oversight.

So what are we poor boys and girls to do? It's time to take matters into our own hands and take our message to the streets, and we'll give that message a special six-color spin. It's time the enlightened masses started making noise, so fire up those Quadras, those Power Macs, those Centri. It's time to let the rest of the world know what they're missing with some carefully crafted pro-Apple pamphlets, buttons, posters, and bumper stickers. It's time to make your own propaganda. And no, you don't have to be pushing a pet socioeconomic theory to use the basics of good propaganda to further your own causes.



PAMPHLETS

Follow the tradition of the great pamphleteers of the 18th century, and blanket the world with pamphlets proclaiming the rights of the common Mac. Whether you use a simple all-purpose program such as ClarisWorks, a basic page layout program such as Adobe Home Publisher, or sophisticated desktop publishing überware such as QuarkXPress, the song remains the same. A simple, striking piece of art on the front plus a bold headline will draw even the most jaded passerby to give your treatise a look.

You can probably print these leaflets yourself. Unless you want a glossy four-color trifold pamphlet with optional wet bar, any inkjet printer with PostScript Level 2 capability will produce better-looking literature than your mad rantings probably deserve. If you don't have a printer, try a local copy shop, such as Kinko's. These folks typically can do a nice laser print for just a couple of bucks. Then, use the master pamphlet to make photocopies. If you want color pamphlets, be aware that color photocopies are 10 to 20 times more expensive than black and white.

Avoid the temptation to go down to the local copy joint and run off a few hundred neon-colored flyers. These are wasteful and garish (and often not recyclable), and you should not buy into the florescent paper cartel's nefarious scheme to poison the earth with ugly garbage.

Pros: Cheap. Easiest method to get started.

Cons: Not as cool as making your own bumper stickers.

Cost: Less than $30

TIPS:

★ Take a look at other pamphlets. Unfold them. Get a feel for the layout and design. Then selectively "borrow" some of those ideas.

★ Watch your type. Unless you work for a hipper-than-God *New York* magazine, readers shouldn't have to own a secret decoder ring to decipher the latest in "distressed" typography. They won't.

★ Don't Bogart the spiel! An enticing graphic element might get someone to pick up your one-page manifesto, but an overly verbose mission statement will get them to put it right back down.

BUMPER STICKERS

For the short, no-questions-answered tactical info strike, the venerable bumper sticker offers a strong payload with minimal typing. There are two different ways to go about ruining the chrome on your neighbors' cars. The cool, do-it-yourself way is to head to the local Kinkomat and print some copies of your design on adhesive-backed paper. Single 8 1/2-x-11-inch sheets of sticker paper go for 50 cents each, and you can run some of them through an inkjet or laser printer or through a photocopier. Make sure to position your art so that multiple 3-x-11-inch stickers can be cut from each sheet. If you print them horizontally, you should get two stickers per page (three if you skimp a bit around the edges). Cut them yourself to save money.

Unfortunately, the sticker stock usually is uncoated paper, which means that a few times through the car wash and your message may start to fade. To keep your words alive, coat the finished bumper stickers with clear laminating plastic, spray sealer, or lacquer. You can buy these from any art supply house.

The more expensive bumper sticker road to take involves finding a shop that

DEALING WITH A PRINT SHOP

As in any worthwhile relationship, communication with the folks who are going to print your baby is of utmost importance. Here's a checklist of the things you need to know.

★ Find out what platform the shop uses. It's hard to believe, but not everyone can handle Mac files. Some of the shops we called expressed a desire to incorporate a Mac sometime in the future but hadn't brought one onboard yet.

★ Find out what software the shop uses and also what versions of that software. If you can match the software you use to that which the print shop uses, life will be much, much easier. Trust me.

★ When sending your work, include all the fonts, placed elements, and fonts within the placed elements. Everything. Although some of the printers we talked to discouraged converting design fonts to paths because of increased file sizes and additional control points, if you are paranoid, do it. At least you'll know for sure that your funky Uncle Stinky font isn't going to print as frowzy Courier.

★ Ask what format the shop prefers. A few places we called didn't know what a PDF file was—we hung up. Speaking of PDF files, it's not a bad idea to try to distill your finished work to a PDF to check your file. Printing high-quality graphics on an imagesetter is a tricky and perilous business, and if your document distills down to a PDF without a hitch, you'll know that your document is relatively error free.

★ Because PostScript is the standard out there in the print shop world, do yourself a favor by converting all placed art to EPS format.

★ Don't be afraid to ask questions upfront. If you send a file that won't print, most houses will charge you big time for tweaking your work. Prices usually hover around $60 per hour for "art departments" to bail you out.





will print a larger quantity of stickers (more than 100) on vinyl stock. Either a finger walk through the Yellow Pages under "Advertising Specialties," or a quick trip to the Net (try http://www.yahoo.com/Business_and_Economy/Companies/Apparel/Manufacturing/Imprinting/Screen_Printing) will turn up several companies that specialize in promotional items. Most companies print one- or two-color stickers (black ink counts as a color) for about a buck apiece. For additional hues, you'll have to pay the dues, up to 90 cents per extra color per sticker.

These houses usually work by taking your EPS files and making a series of negatives, one for each color involved, which in turn are used to "burn" the printing plates. Full four-color stickers involve burning four plates and will cost more.

Pros: A high "cool factor." Can be done relatively cheaply.

Cons: Can be expensive.

Cost: Printing on sticky-back 8 1/2-x-11-inch paper: less than 50 cents per sticker. Printing on vinyl: around $1 per sticker but will probably run more than $100 because of bulk requirements.

BUTTONS

Buttons are an affordable way to build visual recognition for your cause. (They also provide the least litigious way to "accidentally" poke people you don't know with a sharp metal object.) For these little beauties, we had luck finding manufacturers online as well as in the Yellow Pages under "Buttons" or "Advertising Specialties." For your very own button-making equipment, try http://www.datasys.net/edpak/badge.html. If you haunt a major metropolitan area, chances are you'll be able to find a local button maker. If not, the Net brings the world to your cabin.

Buttons usually come in three sizes: 1 3/4, 2 1/4, and 3 inches in diameter. Some houses will print a 4-inch, square, or custom-shaped button. Prices ranges from 44 cents to $1.60 per small button and from 59 cents to $1.80 per large button—at a minimum order of 100. Of course, with any print job (including bumper stickers), quantity deserves a price break. Setting up a job is where the printer incurs most of its expenses. The more individual pieces that shops can crank out before rebuilding the press or resetting the RIP, the less expensive the product becomes per piece. Our advice? Figure out what size and shape button you want and how many you want, then do like Smokey Robinson and shop around.

Pros: A lot of fun to make your own. Buttons bring back that "I like Ike" nostalgia. Make great party favors.

Cons: A little more pricey than pamphlets and bumper stickers because of bulk manufacturing requirements.

Cost: Anywhere from $45 on up, but you get lots of little pieces for your money.

TIPS:

★ The small size of the average button means little room for text. Keep your verbiage to only a few words unless you want potential readers to be sticking their noses right up in your business.

★ Again, a single, easily recognizable image is the key to a successful button. If you want to use art that looks great at poster or bumper sticker size, make sure it translates to the smaller confines of the button.

★ Look for an image that reproduces well using a single color. The Apple logo is just as distinguishable in silhouette as in its six-color form.

★ Be sure to leave enough room around the edges of your artwork to allow for the button manufacturing process, probably not less than 1/8 inch and not more than 1/4 inch.

POSTERS

Posters can be the most eye-catching of all forms of promotion. Do a good job, and pubescent teens just might hang your message in their rooms next to pictures of Coolio! On the other hand, printing color posters can run into some serious money, sometimes more than $1,000. The cost is both in the size of a poster (a minimum of 11 x 17 inches) and in the color printing process. If you're going to print these at home, remember, you just can't make a nice reproduction on your home inkjet printer unless you have some Level 2 PostScript software and your inkjet printer can handle 11-x-17-inch paper. Unless you have money to burn and want really high quality, forget about sheet-fed four-color printing (which can run upwards of $1,000) and look into either digital press or color photocopies (which can be done for less than $200).

A big advantage of going with the digital color photocopy approach is flexibility. After all, if you've paid an arm and a leg to have plates burned (as in the four-color print method), you won't want to change anything in your hard copy once it's done. Several places we called have had good luck using a color copier with a big RIP front-end system to chew and digest files. They told us they've been getting better image quality and more continuous tone than with the color Apple LaserWriter at print sizes larger than 8 1/2 x 11 inches. Prices include a $15 RIP fee to prepare the document, and tabloid-size (11-x-17-inch) color copies run about $3 each.

Print shops that handle four-color printing usually can handle any file format you throw at them. The drawback is the expense of shooting negatives from

SLOGANS FOR THE NEW WORLD

We live in a world of slogans and media-driven messages. Take a minute and look around the room you are in right now. Someone is bound to be wearing a T-shirt or baseball cap with some message or other emblazoned on it. How about the coffee mug in your hand, what does it say? Messages are such a part of our everyday lives that we don't even really notice them anymore. It takes a great slogan to grab someone's attention these days. The following are time-tested methods of coming up with a stop-in-your-tracks slogan:

★ The ol' switcheroo. Take a slogan that everyone knows, and turn it on its head. "An Apple a day keeps Bill Gates away."

★ Rhymes. Nothing sticks in the brain pan like a rhyme. Just ask Mohammed Ali, who made a career out coining the clever phrase—that and pounding the living tar out of people. See the aforementioned "Apple a day" spiel.

★ Metaphors. As we all vaguely remember from grammar school grammar class, a metaphor uses an object or situation to describe another one. "My Mac is God." You're not saying that your Mac is "like" God; that would be a simile.

★ Similes. These are a more passive way to compare your computer to celestial beings, but they work. "When I use my Mac, it's like angels are licking my fingers."

your digital files and burning plates from the negatives. If you want to pull out the big guns, print houses will charge you around $30 to fit your file to their printer specifications whether they have to scan it, tweak it, or whatever. Color separations run about $20 per piece of film, which quickly adds up to $80. Print shops will produce a color proof made from the very negatives that the plates will be burned from (don't trust proofs from color inkjet printers) for about $60 to $70. This is money well spent. Ask if it's possible to see the document onscreen before it goes to the imagesetter, and ask if the monitor is calibrated. Again, quantity is value. Startup costs for a tabloid-size four-color poster job will soar above $800. The first 200 posters off the press will push that figure up around the $1,000 mark. For another 100, add probably an extra $60.

Pros: Imagine having your very own color poster plastered all over town. Lots of room for artistic freedom.

Cons: Most expensive method. Requires some specialized knowledge.

Cost: Digital press posters: $125 setup fee, plus $3 per poster. Traditional four-color printing: $800 setup fee, plus $1 per poster.

TIPS:

★ Tell the bumper-sticker-reading world your innermost thoughts in six words or less. Write a slogan longer than six words, and you're likely to cause a freeway pileup, and no one needs that.

★ A lot of stickers riff off an older, well-known saying, twisting it to their own nefarious designs. This gives the reader a hook—it's like something they've read before, yet different. How about, "Things go better with…Mac"?

★ Use a graphic element that will be discernible from a moving vehicle at 65 miles an hour. This is your market.

★ A word to the wise: If you get involved with a print shop that ordinarily doesn't do this kind of work, it often will farm out the job to someone who does. Do some research, and cut out the middle man. Don't be afraid to ask if the work will be done "in house."

Ray Larsen recently freed himself from the confines of the workaday newspaper world.

HOW TO INFLUENCE FRIENDS AND SUBVERT NEIGHBORS

Although the whole idea of becoming your own propaganda machine is to avoid conformity, a few proven design concepts will help you get your point across to the great soon-to-be-enlightened masses. The first thing to do, once you have a message that burns like a hot coal within your belly, is to make a few thumbnail sketches. Sketching your ideas will help you nail down the disparate elements in your design and give you a working model of those ideas so you can judge whether they are going to catch on within the minds of the *lumpenproletariat* or simply fade away like a Bush/Dole bumper sticker.

Here are the top three things to keep in mind as you scribble away:

CREATE A SELLING POINT

First, consider what advertising wonks call the "selling point." Your propaganda should be a call to action. The most blatant example of this method is a poster with an illustration or photo representing a product or concept with a simple, direct message such as ""Buy" or "Just do it." However, as our society sails into the next millennium, this approach may not be wholeheartedly accepted by the increasingly media-savvy public. The slogan "Buy" will work for only so long before the natural public reaction becomes "Jump."

It is much more effective to tell viewers why they should listen to someone they have never met. In lieu of a good reason, throw them a bone in the form of a clever visual or informational treat. Give the public a witty slogan, rhyme, or play on words, and the world will beat a path to your post office box.

KEEP IT SIMPLE



As anyone who has sat though any Oliver Stone movie made after *Platoon* knows, an art form that becomes too cluttered with different design elements loses the impact of its message. Unless, as Stone has vehemently argued, that *is* the message.

Apple's recent magazine ad for the PowerBook 3400 is



a good example of simple design and a short, direct message. A question: "What can you do with 240MHz?" An answer: "Tote enormous graphics files. Run your own in-flight movie. Incite rubbernecking." Add a stylish photo of the product and a concise, three-paragraph spiel, and voilà: a great ad. Contrast this ad with Apple's current ad for the MessagePad 2000. There are 10 call-out paragraphs of too-small type plus a huge across-the-page paragraph that sinks to the bottom of the page.Try to become interested in this ad. We dare you.

For a wicked example of design that rattles all of the Western mind's dusty archetypes, look up *Wired*'s June 1997 issue. It's the one with the inspired and possibly blasphemous version of the venerable Apple logo with a crown of thorns and a single word: "Pray." It may be tacky, it may get you sent to hell for buying it, but it makes you look.

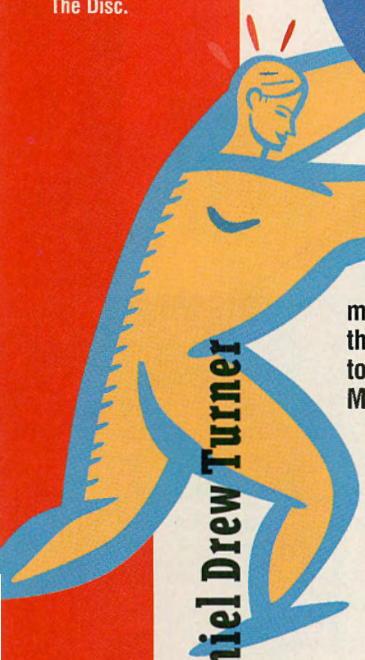
GROUP DESIGN ELEMENTS

When working within the confines of a set shape or type of propaganda, whether it be a poster, button, or ransom note, there are ways of grouping your design elements that help give the impression that you actually have a cohesive train of thought zooming down the track. The most obvious way is to place the different pieces so that they partially overlap each other. The next obvious way is to lead the viewer's eye from element to element through the use a connected line, a graphic illustration, or a photographic element such as a pointing hand or flowing stream. In a pinch, a border or brightly colored background may serve to give a sense of unity to the package.

FIND THE SHAREWARE and freeware mentioned on The Disc.

LEARNING TO LIVE BEHIND THE LINES

COPING STRATEGIES

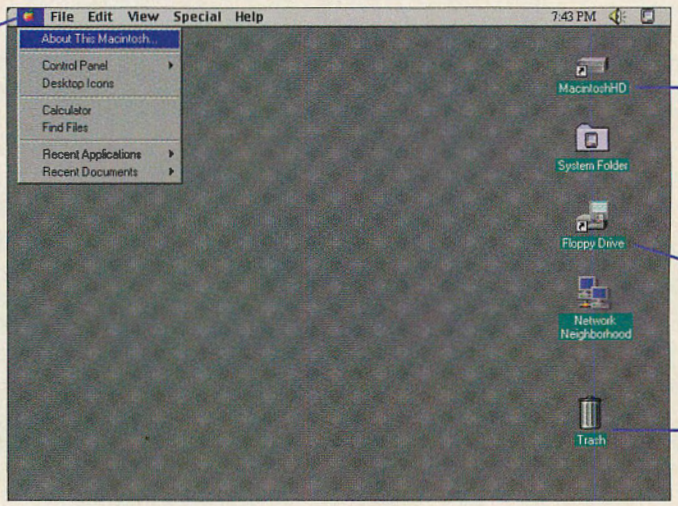


By Daniel Drew Turner

Sometimes it happens. You fight long and hard, but the battle moves around you, and you're stuck behind enemy lines. There are PCs to the left of you, PCs to the right of you, and—most ominously—a PC in front of you...on your desk. It happened to me. I'm not proud of it, but I spent a year of my professional life managing a Web site with a Windows 95 box. Each day I would hang out with the graphic artists (all on Macs, of course), and each night I would rush home to turn on my own computer and bathe in the healing glow of the Happy Mac. My schizophrenic existence was difficult, but I survived.

Is this where you are? Do you sneak surreptitious glances at the copy of *MacAddict* you hide under your desk, all the while having to listen to that canned harp music Windows 95 calls a startup sound? Does your boss demand that you do unnatural things to CONFIG.SYS files? Take heart: There are ways to resist, to survive. Take it from one who has been there.





The WinMac utility will give you a functional and fashionable Mac-like Menu bar (see Tweak 5.)

It's not really a Macintosh HD, but you'll feel better calling it that (see Tweak 4).

System fonts should be Mac fonts, right? (See Tweak 2.)

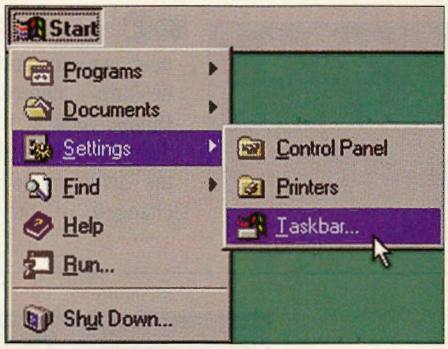
Tired of recycling? Just toss stuff into the Trash (see Tweak 2).

PART 1: MACIFYING WINDOWS

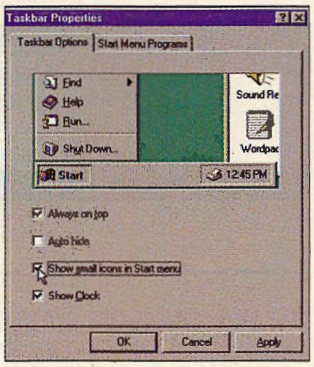
At least Windows 95 allows you to customize the user interface to a good degree; some aspects are more customizable even than the Mac's. That's great, you say, but it's still Windows. True, but perhaps we can reduce the pain of Windows by making it at least *look* Mac-like. Some tweaks require installing more Microsoft or third-party software, some require playing with the system settings, and some are just plain easy.

TWEAK 1: END TASKBAR TROUBLES

This you can do your first minute at the PC. Drag the Taskbar to the top of the screen (after all, if it's trying to imitate the Apple Menu, it might as well be in the right place). Click the Start button, go to Settings, then to Taskbar, and select the "Show small icons" option. There—doesn't that feel better already?



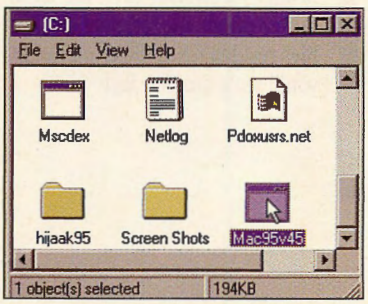
TASKBAR SETTINGS are pretty much where you'd expect them to be...



...BUT BE SURE to ckick Apply before you click OK.

TWEAK 2: THE TERRIBLE THEMES

Windows 95 has a feature called Themes. Basically, a Theme is a set of icons, fonts, desktop pictures or patterns, and so on, that change the look and feel of your Windows 95 desktop. Microsoft Plus!, Microsoft's $50 "system enhancement" package (http://www.microsoft.com), includes a Control Panel (sound familiar?) that can, in one fell swoop, change Themes with a click and a restart. Jason "The E" Dustin created a Mac Theme (free, downloadable at http://mac95.home.ml.org, or on The Disc) that works with Plus!, changing the Windows 95 defaults to Mac default fonts, startup and shutdown screens (including the ROM startup chime), and desktop background, plus it patches the My Computer, hard disk, and floppy icons to Mac standards. Simply loading it changes the default window colors, desktop background, sounds, cursors, and fonts. Altering the shutdown and startup screens and icons requires a little work (we'll tell you how to do this later).

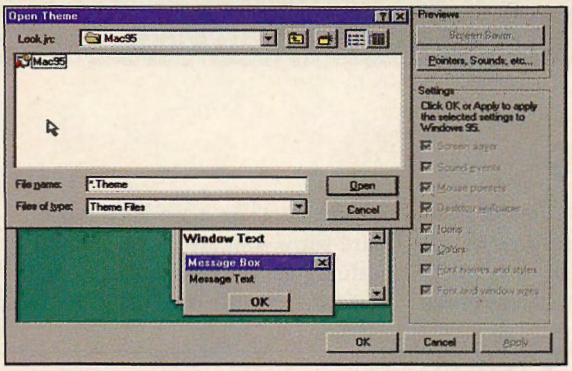


STEP 1 The Theme comes as a file compressed in the Windows-standard "zip" format; it's called mac95v45.zip (aren't these file names just so descriptive?). You need to decompress it on the PC before you can use it. You can use the shareware PKZIP (downloadable at http://www.pkware.com); simply double-click this archive to decompress it (on The Disc, the file is mac95v45.exe—it's already been decompressed). This gives you a folder on your C: drive titled Mac95.

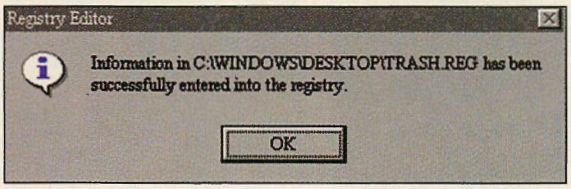


STEP 2 Go to the Start Menu, and open the Control Panels folder. Double-click Desktop Themes.





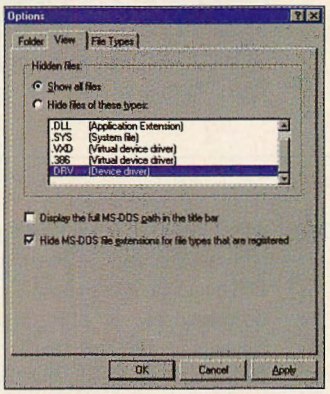
STEP 3 The Themes dialog box allows you to preview and choose a Theme. Scroll down until you find "other," and choose it. Then navigate up until you find the Mac95 Theme file and click Apply (remember, in Windows 95, Apply means "use but don't save"; OK means "really do it"). You'll see a preview of what your desktop will look like. Click OK again to close the dialog box.



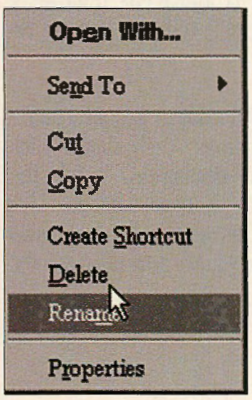
STEP 4 There should be a new, generic icon on your desktop named Trash. Double-click it. You'll get a dialog box that tells you that the icon name is being changed in the Registry. Click OK. This renames your existing Recycle Bin to Trash. You may have to hit the F5 key to see this. Now, just restart, and the proper Mac fonts fall into place. (See the screen shot on page 54.)

TWEAK 3: CHANGING STARTUP AND SHUTDOWN SCREENS

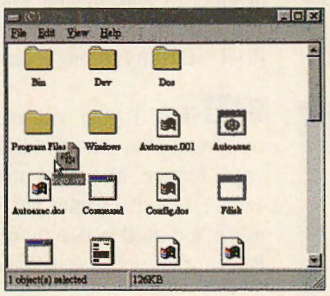
To change startup and shutdown screens, you have to do a little file wrangling. You have to find the graphics files that Windows 95 uses as startup and shutdown screens, and replace them with your own. For safety's sake, don't trash the old files; "hide" them from the system by renaming them instead.



STEP 1 The graphics files for the startup and shutdown screens are normally invisible; to make them visible, open a window (it doesn't matter which one, oddly enough), and from the window's menu bar, select View, then Options..., then click the View tab. Choose "Show all files." Click Apply, then OK. For some reason, this affects all windows.



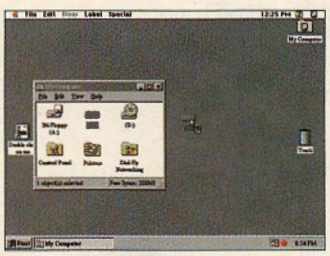
STEP 2 Open the C: drive's window, and find the file named logo.sys. Rename it winlogo.sys. Next, go to the C:Windows folder, and rename the files logos.sys and logow.sys to winlogos.sys and winlogow.sys, respectively.



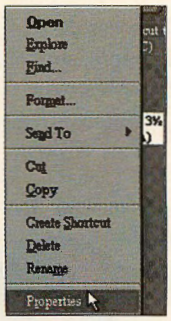
STEP 3 Open the Mac95 folder. Move the .sys files there into the proper directories (i.e., the directories where the original logo.sys files resided). Next time you restart, you'll see a familiar face.

TWEAK 4: FOSTERING FUNCTIONALITY

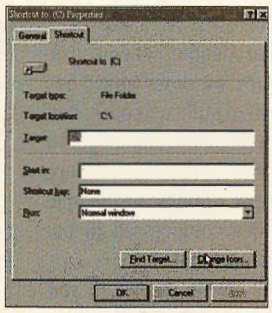
And now for the functional tweaks. Isn't it a pain in Windows 95 to dig through an extra layer of windows to get to a floppy, or even to your hard disk? Here are a few graphical changes that will make your life easier—and, by the way, none of these require Microsoft Plus!



STEP 1 Make a shortcut to the C: drive by dragging its icon to the desktop. (Windows 95 isn't silly enough to actually try to move it there but asks you if it can make a shortcut—say yes). Same drill for the A: (floppy) drive.



STEP 2 Here's the cool (OK, and sneaky) part. Right-button click the shortcut, and select Properties from the pop-up menu.



STEP 3 Go to the tab titled Shortcut, and click the Change Icon button. Windows 95 prompts you for a file—navigate to the Mac95 folder, select the MacintoshHD icon for the C: drive's shortcut. Follow the same procedure for the A: drive's shortcut, except, of course, choose the Floppy Drive icon. (Also available at http://mac95.home.ml.org is another icon pack for a more Mac OS 8 look. Go wild.)



STEP 4 Now rename the shortcuts (the MacintoshHD and Floppy Drive above) with their rightful titles and move them to the proper places on your desktop. You can also rename My Computer to System Folder, just for fun.

If You Don't Have Plus!

Don't despair—there's still plenty of Macifying you can do, even without shelling out for Microsoft Plus! You can download the free Plus! features pack from the Mac95 page (http://mac95.home.ml.org) or get them from The Disc. This gives you many of the features of Microsoft Plus!, such as font smoothing, and changing desktop icons without the cost. It takes a bit more poking around to reach the same effect, but the included instructions are detailed and easy to follow (specifics depend on your PC's setup, so we won't go into it here).

TWEAK 5: MUTATING THE MENU

If you've followed all the above steps, you have a Mac-like menu bar along the top of the screen. It looks darn good, but it's purely cosmetic. You now have two options: make the Taskbar and the Menu Bar play nicely together, or load a new program that can mimic a functional Menu Bar.

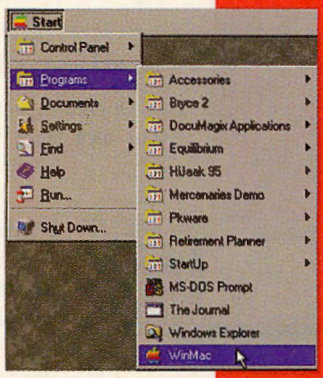
Two More Themes

Also available are MacDesk from Pablo Ayllon (http://personales.mundivia.es/personales/ayllon, or on The Disc) and Larry's MsMac95 (http://camalott.com/~shimster/MsMac.htm).

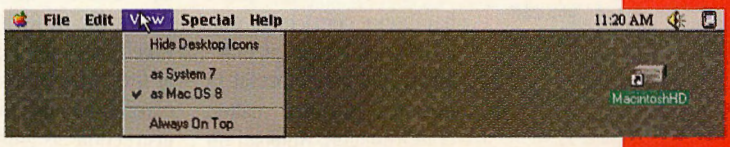


COEXISTENCE: Go back to the Taskbar settings (Start, Settings, Taskbar), and click the "Auto hide" option. Now, the Taskbar will remain hidden until you move the cursor near it, at which point it will drop down, ready for use. Once used, it discreetly rolls up. You'll probably lose a second or so of productivity, but hey, style has demands.

FUNCTIONALITY: You can use the nifty utility WinMac (also available at http://mac95.home.ml.org or on The Disc) to create a usable Apple Menu Bar. WinMac is a separate application, so you'll have to launch it whenever you want to use it (the Setup program creates a shortcut to it in the Programs submenu of the Start button), but it gives you the ability to open and close files, cut and paste, and even switch System 7 and Mac OS 8 appearances on the fly. Can't do that on a Mac.



Once all this is done, you still won't have a real Mac, but at least you won't be hunting for menu commands and disk access, and it's a lot easier on your eyes. As for how this could affect your work—well, you might actually work better, but a lot will depend on your boss' sense of humor.

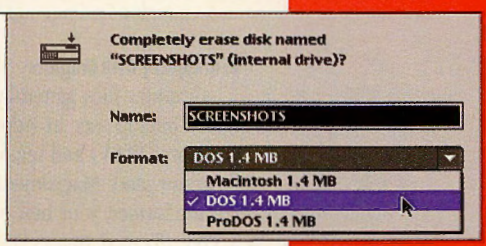


PART 2: PEACEFUL COEXISTENCE

There's a simple and basic rule to make working on a PC easier: Do it on a Mac. In some situations, you might be able to slip away (or home) to do the text editing, the page layout, the drawing, or the image editing on a Mac. But then you have to get your work back onto the Windows machine to wrap it up and make it comprehensible to the boss. Here are a few ways you can have your cake and eat-it, too. We'll tell you how to transfer files as well as how to translate specific file formats, such as those for databases or graphics between the two platforms.

YOU CAN GET THERE FROM HERE

Fashions are fleeting, but floppies are forever. Since 1988, Macs have used the SuperDrive, which can read, write, and format PC floppies. Preparing the floppy for its cross-platform journey is as easy as inserting the disk, going to the Special menu, then the Erase Disk... submenu (make sure the floppy disk is selected on the desktop). You need to specify DOS 1.4MB for format. Click Erase, and in a minute you'll have a disk the PC can read.



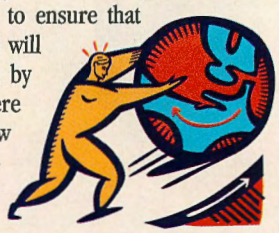
If you can't always format disks for DOS, there are some PC utilities that allow a Windows box to format, read, and write to high-density (not dual-density) Mac disks. Mac-in-DOS Plus for Windows from Pacific Microelectronics ($99.95, 800-628-3475, http://www.netusa.com/pacmicro) and MacOpener from DataViz ($49, 800-733-0030, http://www.dataviz.com) both do the job. See if you can get your boss to spring for one of these.

What if the files you want to transfer are too big for a floppy but not so big that you need to use some other form of removable media, such as a Zip or a SyQuest cartridge? Aladdin Systems' free StuffIt Expander for Windows (408-761-6200, http://www.aladdinsys.com) can open files compressed by Aladdin's $30 shareware DropStuff. Alternately, there are a few shareware utilities for the Mac that can open files compressed in the PC-compressed zip format.

Finally, there's always the Net. If you have a network connection at the office and at home, you can always email files to yourself (stuff or zip them first). Depending on your Internet connection, this may or may not be faster than using floppies. If you do all this within the confines of an office's local network, you also can drag and drop files across servers.

GETTING THE PC TO READ THE FILES' CONTENT

So now you have the method. The next step is to ensure that the contents will be readable by the PC. There are a few basic strategies to deal with this.



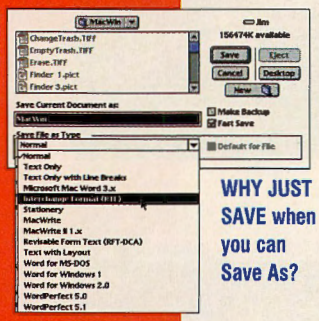
STRATEGY 1: CROSS ANY PLATFORM, FORD ANY STREAM

The first is to use applications that are cross-platform. If you work with Microsoft Word or Excel, Corel's WordPerfect, Macromedia Director or FreeHand, or Adobe products, you're pretty much assured of being able to move files easily from a Mac to a PC. There are some possible problems, however. A lot of products may be cross-platform but reside at different version numbers on different platforms. For example, Word is at version 7 on the PC but version 6 on the Mac, and some graphics applications are more advanced on the Mac compared with their Windows counterparts. Sometimes (as with Word), translation utilities, such as MacLink Plus from DataViz (800-733-0030, http://www.dataviz.com), help one version read another's files. In other cases, if you know you're going to be moving files, you can use the Save As... feature to save a file in, say, Illustrator 5 format, even if you're using Illustrator 7.

Be careful. Text documents or graphics files, even within applications at the same version numbers, may not match up as much as you would like. The fonts on the various systems may not be an exact match, and colors may display differently on a PC and on a Mac.

STRATEGY 2: A BRIDGE TO THE NEXT PLATFORM

Of course, sometimes the easy way doesn't work (supply your own bitter laugh here). If you aren't using a cross-platform app, or run into problems with one that supposedly is, there's still hope. Many types of files can be saved.



WHY JUST SAVE when you can Save As?

A: Tackling Text

For text, if Word or WordPerfect formats are unavailable, you can use Bare Bones Software's freeware BBEdit Lite (on The Disc, or contact 617-778-3100, http://www.barebones.com) to save in a DOS text format or practically any other format in existence, for that matter. (Unfortunately, Notepad on the PC is far less versatile.) If formatting is unimportant, you can save a document as Text Only, which Notepad on the PC will read, though not too prettily. Saving in the Text with Layout format might preserve the formatting but could be problematic with some text editors. If all else fails, most word processors can save a file in Rich Text Format (RTF), which saves the formatting instructions as text. When it works, it's great, but be careful—some text editors see the instructions as gobbledygook.

B: Grappling With Graphics

Graphics files generally come in two types: bitmap (as in Adobe Photoshop and CorelDRAW) and vector (as in Adobe Illustrator and Macromedia FreeHand). For the former, your best bet is to save as a TIFF (Tagged Image File Format) file; this format is supported by almost all bitmap graphics program, though there may be occasional problems opening files created by a different program, because there are a few varieties within the TIFF format. For a vector graphic, EPS (Encapsulated PostScript) is the standard, and you should be able to open an EPS file anywhere.



C: Dealing With Databases and Spreadsheets

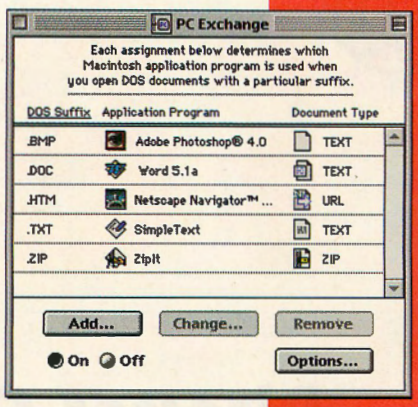
Although Excel has good cross-platform capabilities, many PC-centric offices use applications not available on the Mac. Most, however, can import and export tab-delimited text (fields separated by tabs) from different applications...even word processors. Using tab-delimited text, however, doesn't preserve the relationships between fields. The SYLK (Symbolic Link) format for spreadsheets will preserve text and numbers, formulae, and text formatting. Databases are similar. If you want to use data from a PC database such as Microsoft Access on your Mac, you can save the data in tab-delimited format. The DIF (Data Interchange Format) and DBF (the native file format for Borland's dBase) keep databases' field names but not formatting. DIF is a standard for databases, so it should be usable by most database programs (even Excel can open a file in this format). DBF, like Word's native file format, is readable by most database applications.

BACK TO THE MAC

Although reading PC files on your Mac is easier than vice versa (the Mac can read DOS-formatted floppies, for example), be wary of a few things when you work with PC files. First, Mac files tell the computer which application they belong to not in DOS-like file name extensions, but in the creator code that is part of the Mac's file structure. Because PC files (or files you've sent to a PC, worked on, and then saved) live in a different file system, you can't double-click a file that comes from a PC to open it—you need to tell your Mac which application to use to open each file, or launch the application and open the file. This additional step can get to be a pain.

To reduce this pain, open the PC Exchange Control Panel (included in System 7.5 or later), where you can specify which application always opens which type of file as defined by the three-character DOS extension. Now your Mac knows which way each file blows and can open files when you double-click them.

THIS CONTROL PANEL assigns applications to file extensions.



That's it, whether you use floppies, FTP, email, the Web, or a local network to get the files from PC to Mac. It's that simple.

PART 3: SWITCH HITTING



So, what if you need to do more than just share files—what if you need to *work* with a PC-only program such as Borland's dBase or Microsoft Access? There are two routes: hardware or software.

THE HARD STUFF

If you don't want or can't have a separate PC, you can install a PC Compatibility Card from Apple (http://www.apple.com, 800-538-9696), Orange Micro's Orange PC (800-615-3183, http://www.orangemicro.com), or a DOS on Mac card from Radius (408-541-5700, http://www.radius.com). The advantage is that you save desk space, you don't need to buy new peripherals, and no one need know you have a PC. Models are available for Macs and clones with PCI, LC, or PDS-type slots.

Once you've installed the card, you'll need to install an operating system (some cards ship with Windows 95, but it's not installed). You'll need to create a container on your hard disk to act as the PC's hard disk—plan on a few hundred megabytes.

The advantage of a hardware card is that you have a real PC in your Mac (well, to some people this is an advantage), including sound and video support. Speed should be nearly true to the processor speed on the card you've purchased. Sharing files between your Mac and the PC is easy, just a matter of copying to a shared clipboard (with some cards, you can switch between the PC and the Mac via a hot key). Also, working with peripherals is painless. We printed to an Apple printer and used the Mac's modem and joystick with no problem.

The disadvantage? Well, some cards cost as much as a comparable PC—keyboard, monitor, and all. Also, these cards put a strain on your Mac. Running a big application on the PC card can slow the Mac, and we saw the Mac's System software memory allocation balloon when the PC merely was on, never to deflate, at least until the next restart.

The bottom line: Using a hardware card is having a PC in your Mac, but it comes with a few cost and performance compromises. This strategy probably won't placate a Mac-hating boss, but you won't be caught Windowless.

E IS FOR EMULATION

No, *emulsion* is the stable colloidal suspension. Emulation is what Insignia Solutions' SoftWindows and Connectix Virtual PC do. That is, when you launch either of these programs, they run a bit of software that pretends to be a physical processor chip, and the PC's System software runs on top of this software. In turn, PC applications can run on top of that.

Emulation software is less expensive than a separate PC or a PC compatibility card and is easier to set up. Also, because the speed of the emulation software is determined by your Mac's processor speed, each time you upgrade your Mac, you've got an immediate PC upgrade.

When we tested SoftWindows 95 (June/97, p57), we were impressed by its compatibility with Windows software and Mac hardware; everything we could install on a PC, we could install on SoftWindows, and every peripheral attached to the Mac was available. As of late June we hadn't had much hands-on time with Virtual PC, but it seems just as friendly. You can run Windows in a window on your Mac desktop, or—scare your friends!—full screen.

SoftWindows 95 and Virtual PC both can share files between the Mac and the PC through a clipboard system, similar to how some PC cards work. With both you also can define certain folders as shared, so both the Mac and the PC can see, read, and write files to and from them. And both programs work well in a network environment. With either running, you can exist on a LAN or the Net as a true-blue PC. In an office situation, this is just what you need, and it's fun to fool the MIS folks.

The disadvantage? Speed. SoftWindows 95 ran Microsoft Word and Excel at acceptable speeds on a 200MHz Mac but at times felt slow as molasses, despite maximizing system resources for the PC. Virtual PC promises higher speeds, but only time—and the stopwatch—will tell.

Run Windows either within a window or on your Mac desktop, or–scare your friends!–full screen!

SoftWindows 95 comes with Windows 95 preinstalled. Virtual PC comes in two versions: one with Windows 95; the other, with Windows 3.11. You'll have to install the OS, but the flip side is that you'll also be able to install any Intel-based OS on top of Virtual PC, so you can have Linux, DOS, Windows 95 or NT, or even Openstep, all on your Mac. Again, performance will depend greatly on the Mac's processor speed, Level 2 cache size, and the OS.

Emulators won't fool your boss into letting you keep your Mac in a Windows-only workspace, but if you can keep him or her away from your desk, you might be able to get away with it.

Daniel Drew Turner has written many articles but not a bio. He's not sure quite what to do.

reviews

Director 6, Painter 5, Duke Nukem 3D and other games, and TV. We get to watch TV!

Director 6

FREAKIN' AWESOME

SPIFFY

YEAH, WHATEVER

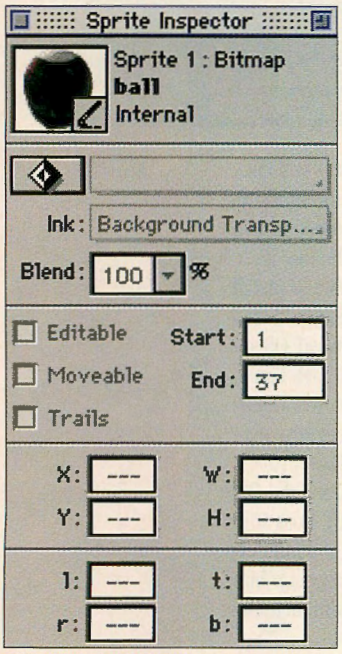
BLECH!

COMPANY: Macromedia
CONTACT: 800-470-7211, http://www.macromedia.com
PRICE: $999 (street), $499 Studio upgrade, $399 Director-only upgrade
REQUIREMENTS: 68040 or PowerPC, 16MB of RAM, 85MB of free hard disk space

Macromedia ups the ante in high-end multimedia authoring with version 6 of its flagship product, Director. It has been barely a year since the release of Director 5, so you might wonder what Macromedia could have packed into this latest rev. The answer: a lot.

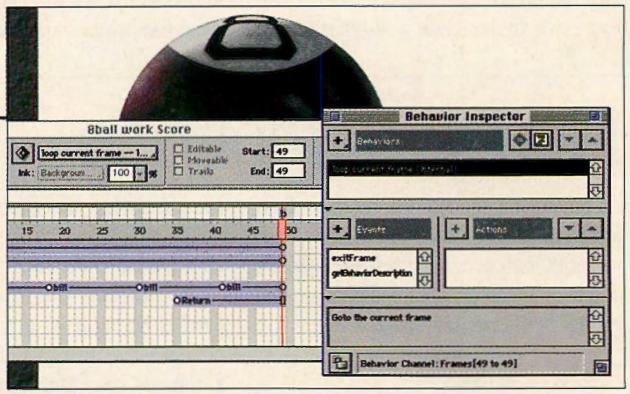
If you've ever popped a CD-ROM into your machine, you're probably familiar with what Director does: interactivity, cool animation, video, and sound. Just check out the *MacAddict* CD for a good example. Web cruisers will be familiar also with Shockwave, the technology that embeds interactive Director files into Web pages.

Somehow, Director has escaped the Great Interface Makeover of 1997, undergoing only a few tweaks to bring it more in line with the Macromedia User Interface (see review of Macromedia FreeHand, Feb/97, p70). Buttons and key commands have been somewhat standardized across applications and platforms.



THE SPRITE INSPECTOR is a powerful new way to examine and adjust your sprites.

The most immediate changes are to Director's Score—almost everything is in a different place. Score attributes such as ink and moveability have been moved to an Inspector-type bar across the top of the screen. New additions to the Score include pixel coordinate and pixel width and height displays for selected sprites, as well as beginning and end frame displays so you can see in numeric values exactly how big your sprite is, where it's located on the Stage, and its frame duration. A welcome addition is a fixed-location script channel above Director's increased number of sprite channels, which has been bumped to a total of 120. In previous versions of Director, sprites existed in the Score as discrete elements in each frame; now they exist as a single media element across frames. The most obvious benefit to this arrangement is that it's much easier to align sprites across several frames. It also means users can set animation key frames dynamically for location and size and Director automatically will tween the paths. Old hands at Director will find it takes a while to get used to the way the new Score handles sprite ranges but that it provides a more consistent way of dealing with media on the Stage.



THE BEHAVIOR INSPECTOR lets you set Events and Actions. Behaviors are indicated in the script channel with a *b*.

Perhaps the most useful new addition is Director 6's implementation of Inspectors. Users have always been able to get some sprite information directly from the Score, but now that information and much more are available directly on the Stage and through the use of the Sprite Inspector. Sprites placed on the Stage now display sprite channel number, cast number and name (internal or external), inks, and attached scripts. With the Sprite Inspector, you can also get pixel-perfect x and y coordinates, height, width, and the rectangle of the sprite. The Inspector also makes setting inks and scripts easy by providing access to pop-up menus for both.

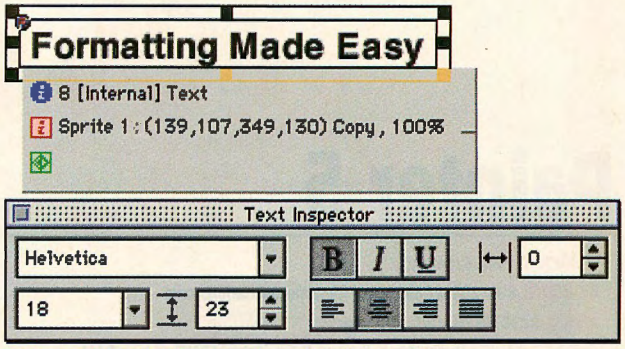
The Text Inspector is a formatting dream. All the attributes of the old Modify>Text window are now just one click away, and the results show up immediately on the Stage or in text fields.

Another nice feature in the revision is a Netscape Navigator-style External Editors preference. By selecting a media type, you can assign dedicated applications to launch and edit the cast member. When you're finished editing, save the cast member, and Director will relink to an external file or reimport internally stored files. This is a big improvement over Director 5's limited external editor support, which essentially required other Macromedia applications. Director 6 also supports additional file formats, including BMP, TIFF, and WAV.

The biggest leap in performance between Director 5 and 6 is in Shockwave authoring. Web developers no longer have to author, burn a Shockwave file with Afterburner (Director 5's plug-in compiler for Shockwave files), embed the file in an HTML page, and launch a browser to see if things are working properly. In Director 6, you simply save your project as Shockwave from the File menu so you can run and test your Shockwave work from within the authoring environment, as if it were a regular Director file. Director 6 treats all Director-created files alike. Both the authoring environment and Projectors can run normally protected movie files, Shockwave files, or both, directly from disc. From an authoring standpoint, this is a tremendous feature.

One unfortunate side of Shockwave-based interactivity is the long download time; Shockwave file sizes commonly range from 100K to 2MB. Authors got around this shortcoming by stringing together smaller files and judiciously preloading them. Director 6 eliminates this problem with streaming Shockwave files. Now, you can create an opening sequence that plays almost immediately, while the rest of the Shockwave file loads in the background. Cleverly designed files should be able to make the download nearly transparent.

In addition to streaming Shockwave, Director 6 offers other Internet and portability improvements. Projectors now can place calls directly to graphics or text located on the Web for multimedia titles with more current images or text. You now can author what Macromedia and other multimedia developers have taken to calling "hybrid" CDs (a term that used to refer to Mac/PC titles), which hook directly into the Internet for timely content while providing high-bandwidth media such as video and audio on a disc. Also new to Director is the ability to embed Xtras components, such as Killer

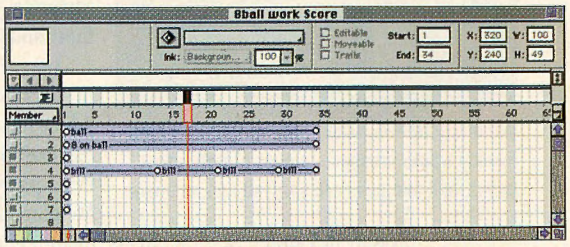


THE TEXT INSPECTOR makes formatting text easier.

Transitions from g/matter or Integration New Media's V-12 Database engine, within Projector files for more reliable distribution over online services or CD.

One of the better additions is the Behaviors Library. Common "activities" are preprogrammed for you and stored in an external cast (Director's media storage library) that's accessible through the Xtras menu. You pick these activities through the Behaviors Inspector, which also lets you set triggers such as MouseDown, EnterFrame, or MouseWithin. Behaviors accomplish common activities such as going to a specific frame in the score, swapping cast members, or playing a sound. The library also lets you create and include your own activities. Although the behaviors are a nice touch, they haven't been implemented as well as mTropolis' drag-and-drop simplicity. By contrast, Director's behaviors interface is clumsy and feels like a "me too" effort at making the program more object oriented.

Still, there are several things that make Director 6 less than the Platonic multimedia authoring environment. Accessing a lot of features requires a right-button click of the mouse. Most Mac mice don't have a right button, so you have to Control-click to get to pop-up menus. Also, Director has long suffered from a proliferation of windows and palettes, and the Inspectors additions make matters even worse. If you don't already work on two monitors, Director 6 likely will send you screaming for more screen real estate.



A NEW AND EXPANDED SCORE WINDOW features an Inspector-style bar and a new way to deal with sprite ranges.

Unless you are planning to upgrade from a previous version of Director or the Director Multimedia Studio, you're going to have to shell out for the full Director 6 Multimedia Studio Package. The price is steep—$999—but it includes other Macromedia products: xRes 3, Extreme 3D 2, and SoundEdit 16 2. Director 6 is not sold separately, and Deck II, part of Studio 5, is no longer included.

These quibbles aside, Director 6 is a big improvement. Upgrading is mandatory for anyone doing Shockwave work, and traditional multimedia authors also will find a lot to like. Overall, the upgrade is a solid improvement and further entrenches Director as the authoring standard to beat. —*Rick Sanchez*

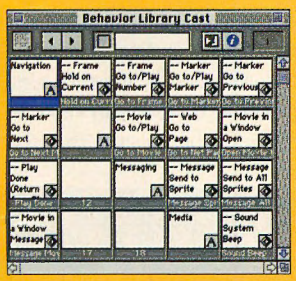


GOOD NEWS: Mature Shockwave implementation. Embedded Xtras. Text and Sprite Inspectors.

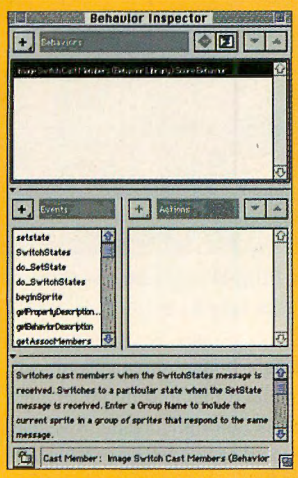
BAD NEWS: A cluttered interface with a large number of windows. Cross-platform standardization relies on right-button mouse clicks.

Watch Your Behavior

Behaviors essentially are Score scripts that can be shared among sprites and frames, and each instance of a behavior can have independently set properties. Most behaviors perform a simple and specific Event, such as going to a frame or changing a sprite color. Behaviors are triggered by Events, the most common being an enter or exit frame.

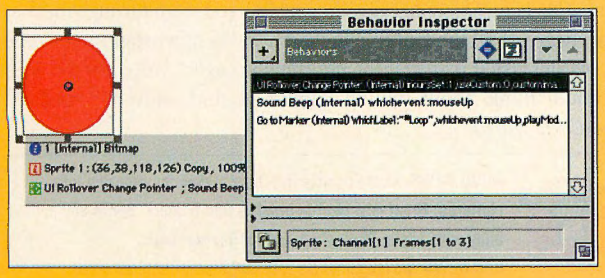


DIRECTOR 6 COMES WITH A STOCK Behaviors Library, accessible from the Xtras menu. Open the library, and you'll find an external cast of scripts organized by navigation, sending and receiving Events, and controlling media.



THE BEHAVIOR INSPECTOR OPENS from the Windows menu. Click through the cast members to get descriptions of what they do.

ATTACH THE BEHAVIOR TO A SPRITE by dragging it from the cast to the Sprite. This brings up the Parameters dialog box, where you can set Frame or Member numbers and determine exactly what your Behavior will do. You also can attach Behaviors from the Behaviors Inspector from a pop-up list. (Below)



reviews

Painter 5

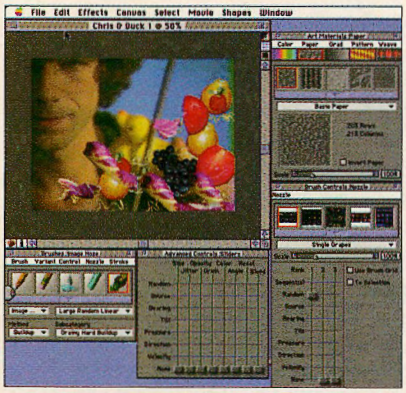
COMPANY: MetaCreations
CONTACT: 800-297-2665, http://www.metacreations.com
PRICE: $298.99 (street), $99 upgrade
REQUIREMENTS: Power Mac, System 7.5 or later, 12MB of free RAM, color display, CD-ROM drive



THE FIRE PLUG-IN BRUSH can turn notes into flames. Brush libraries are loaded from the custom palette.

Painter was originally designed for creating fine art on the computer with tools that replicate artists' real-world tools. Although Painter 5 adds Adobe Photoshop-like tools for image manipulation, color correction, and special effects, it's still more of an image-creation complement to Photoshop than an image-processing replacement (for instance, Painter lacks high-end prepress tools and does not output CMYK images). Painter works mainly with bitmap graphics, but Painter also includes many vector-based drawing tools.

Painter has always offered a fantastic variety of brushes that include "natural-media tools" such as oil paints, and watercolors, as well as far-out brushes such as the cloner brush, which paints in a variety of styles, including Van Gogh and Seurat. (There's also a new plug-in standard for brush creation so third parties can develop brushes.) Painter 5 ships with more than 100 new brushes, including a fire brush, gooey brushes, a glow brush, and a super cloner brush. Brushes are stored in libraries; by keeping a single palette open on the desktop with aliases of multiple libraries, you can easily access thousands of brushes.



WITH THE IMAGE HOSE—one of Painter's traditionally wacky brushes—pieces of fruit, cabbages, and tomatoes are sprayed into an image.

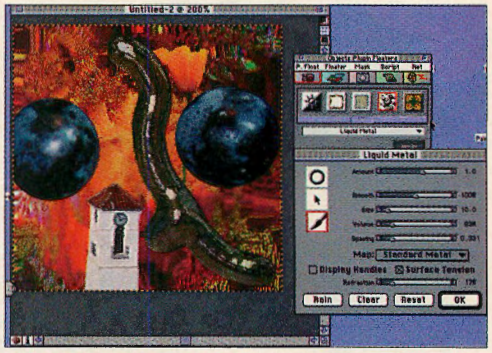
Painter also has scads of built-in special effects and supports the Adobe plug-in standard so that you can use both Photoshop filters and third-party plug-ins, such as MetaCreations Kai's Power Tools, directly in Painter. Several effects, including pop art, maze, camera motion, motion blur, and custom tile, are new in version 5.

Floaters in earlier versions of Painter had some annoying limitations—you had to cut up an image into different floaters, for example. Painter 5's transparent floaters solve that problem. You can paint directly onto one now, and with *plug-in floaters,* you can make crazy transformations on individual layers by burning them, tearing them, wrinkling them, viewing them through lenses, pouring liquid metal into them, and lots of other fun things.

Web designers, take note. Floaters can be converted to clickable areas instantly for image maps. Painter (and the floaters) also support JPEGs and GIFs, including the ability to convert a video or animation to an animated GIF. Painter offers more creative options for bevels, buttons, and repeating background tiles than any other program I have seen.

The Net Painter feature is fantastic for collaboratively creating artwork over a local network or the Internet. I tried this with a friend, both of us using standard 28.8Kbps modems. It was thrilling to watch him paint on my screen, while we had a conversation in the Notes window.

With Painter 5, the developers not only added features but also made this complex program friendlier. Painter's traditional weakness has been that the sheer number of features made the interface seem cluttered. In Painter 5, you can help manage the clutter by choosing frequently used tools and saving them on custom palettes. The same with Painter's custom brush features: You can drag your favorite customizing sliders to a single control window instead of having to open and close the many customization palettes.



THE LIQUID METAL PLUG-IN paints streams of mercury onto its own layer. Nice reflections.

Longtime users of Painter will see lots of other improvements, too, including a better Magic Wand tool, more Photoshop-like masks and selections, and better printed output due to the addition of the Kodak Color Management System.

Painter 5.0's manuals, tutorials, and online help are truly useful. This is fortunate because you really need to go through them to be aware of all the features tucked away in this program. Anyone creating visual material for multimedia, print, video, or the Web should think about putting Painter in their software toolbox.
—Chris Florio



GOOD NEWS: Customizable interface makes the program less cluttered. Great new plug-in brushes and floaters. Better compatibility with Adobe Photoshop. Lots of Internet tools.
BAD NEWS: No longer works with 68K Macs. Cluttered screen.

These are definitely not the usual suspects.



THE SPACE BAR™

A "*what*-done-it" mystery adventure CD-ROM by Steve Meretzky.





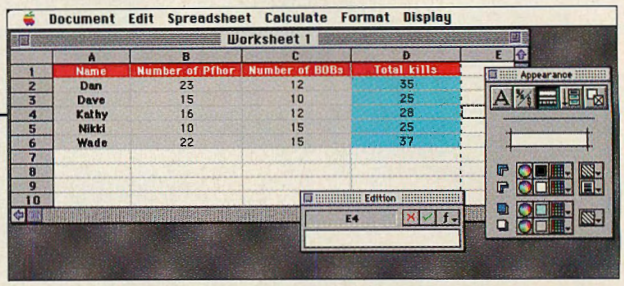
WWW.THESPACEBAR.COM

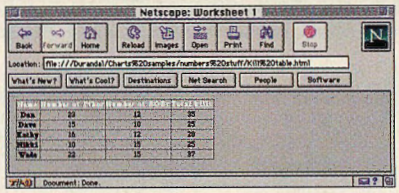
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reviews

Numbers & Charts

COMPANY: Adrenaline Software
CONTACT: 418-658-9909, http://www.adrenaline.ca
PRICE: $99 (street)
REQUIREMENTS: PowerPC, System 7.5.3, 16MB of RAM, 5MB of hard disk space, CD-ROM drive, OpenDoc





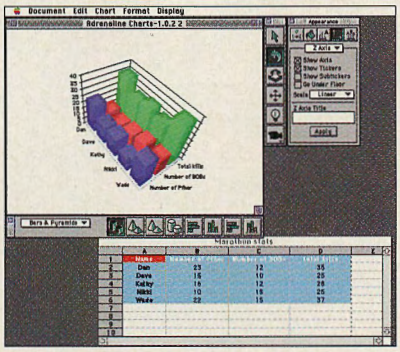
ADRENALINE NUMBERS MAKES HTML table assembly a snap. Just create your table (above) and export it as HTML (below).

When you're in the realm of boring software, it's difficult to think of anything more boring than spreadsheets. Adrenaline Software fights the boredom with its Numbers & Charts software. This duo of OpenDoc parts does virtually everything that Microsoft Excel does (including macros), and in the graphing department, it blows that bloated application right out of the water.

Numbers

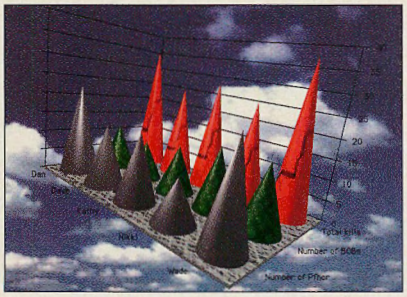
Numbers is the more conservative of the two parts. On its face, Numbers is just a matrix of cells with a couple of floating windows and a menu bar. And that's the beauty of Numbers: its simplicity. There's no border of toolbars, buttons, and tabs to get in the way of your work. Instead, the floating windows act as tool palettes, giving you quick access to formatting and formula commands without permanently sucking up valuable visual real estate.

There is no surviving in the spreadsheet market without making allowances for Excel. Numbers imports Excel files (as well as SYLK and tab-delimited files). For Excel files with multiple worksheets, however, Numbers imports only one sheet at a time. Numbers exports its files in several formats, including DIF, tab-delimited text, and SYLK, and it also exports spreadsheets as HTML files for easy Web table creation. Although Numbers doesn't offer the complete range of formulas found in Excel, it does sport 149 spreadsheet functions.



CREATING A GREAT 3D CHART is as easy as copying a range of cells in Numbers and pasting them into charts.

Numbers also has lots of useful features, such as multiple undo, precision formatting of spreadsheets, and support for macros, ColorSync, and AppleScript. And because Numbers is an OpenDoc container, you can drag and drop the usual range of OpenDoc items—such as images, QuickTime movies, and Cyberitems—onto a spreadsheet via Cyberdog.



THE END RESULT of dragging and dropping so many textures is amazing–and a little hard on the eyes. Try doing this in Excel. You can export charts as 3DMF objects or QuickTime movies, among other things.

Charts

Charts is Numbers' wild sibling. By taking advantage of QuickDraw 3D and OpenDoc, Charts creates 3D graphs that float in space and can be rotated just like any other QuickDraw 3D file. What's more, Charts allows you to drag just about any image, texture, 3DMF object, or QuickTime movie onto the chart. Want a graph in the shape of a rotating 3D donut with a QuickTime movie of flames mapped onto it while it floats in front of a backdrop of white, fluffy clouds? No problem. Charts can even make your donut translucent if you have 3D acceleration hardware installed.

Choose from 23 chart types, control lighting on 3D objects, animate graphs to rotate in space by themselves, and even export animated graphs as QuickTime movies suitable for a presentation or as a stand-alone display. Charts benefits from 3D acceleration hardware, and you can use third-party plug-in renderers for extra-special charts.

A couple of tips when working with Numbers & Charts: Use the OpenDoc control panel to give both parts at least 2MB of RAM for a comfortable working space. If you plan to do a high-resolution export from Charts, you'll need to up its memory partition. Also, make sure you have the most current version of all the support software (OpenDoc, Object Support Lib, QuickDraw 3D). We had some difficulties using Numbers & Charts until we updated, then everything went swimmingly.

Although not an Excel terminator, Numbers & Charts does what you need a spreadsheet to do, plays nicely with Excel, and allows you to make killer graphs. The 3D capabilities of Charts are a ton of fun, even if you don't care much about spreadsheets. And if you do care about spreadsheets, Numbers & Charts will do great things for your numbers and charts. *—David Reynolds*



GOOD NEWS: Good file compatibility between Numbers component and Microsoft Excel. Floating palettes make formula entry a breeze. Incredible 3D charts. Ability to link data dynamically between charts and spreadsheet.

BAD NEWS: Requires lots of System extensions (such as OpenDoc and QuickDraw 3D) to get full functionality. Charting takes lots of RAM.



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reviews

NetObjects Fusion 2.0

COMPANY: NetObjects
CONTACT: 888-449-6400, http://www.netobjects.com
PRICE: $495 (street)
REQUIREMENTS: PowerPC, System 7.1.2 or later, 16MB of free RAM, 20MB of free disk space (80MB recommended), 880-x-600-pixel-resolution monitor, 256 colors, CD-ROM drive

For years, Web authors have yearned for tools that make creating a Web site as easy as baking a cake from a mix. NetObjects Fusion 2.0 has most of those tools and takes a site-centric approach that makes it easy to experiment with the look and navigation of a site. Fusion also delivers drag-it-anywhere page editing and the ability to lay out to the pixel. These wonders do have a price: Fusion generates complex, table-based HTML. If you never tweak your HTML, you won't care, but be forewarned.

Fusion offers five views on site happenings. In Site view, you change a site's logical structure, and in Page view, you construct individual pages. Style view permits you to switch among 50 or so built-in site styles, modify a built-in style, or create your own. (A site style includes global backgrounds, font formats, and core graphics.) Assets view shows a site in terms of the files that comprise it, and—finally—Publish view lets you publish a site locally or remotely. Unfortunately, Fusion displays only one view at a time.

Every Fusion Web page has a layout area for unique content and an adjustable border that runs around the sides (like a margin) for repeating items. In the beginning, a site has one Master Border applied to all border areas. Change the border in any page, and it changes on all pages. Want to change the look of a few pages? Create a new Master Border and associate those pages with it.

Borders are a great place for navigation bars, which are easily created by dragging them out with the navigation bar tool. Buttons on a navigation bar take on graphics from the site's style, or they can be text only. A bar can link automatically to all pages at the site's top level, to all pages at the same level that share a parent, and by a few other common options.

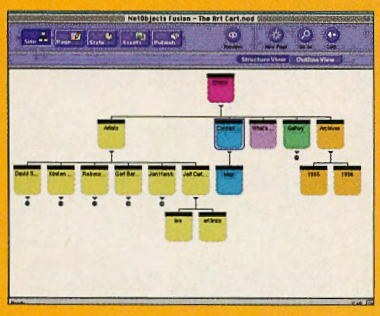
Two features make Master Borders and navigation bars compelling. First, navigation bars update automatically when you rearrange pages in Site view. Second, Fusion's AutoFrames feature instantly converts a site (or site portion) into a frameset, with the layout area plus any or all border sides becoming separate framed pages.

Fusion contains many often-requested features, such as a remote link checker and paragraph styles, which, though useful, do not convert to cascading style sheets. It also comes with doodads, such as buttons, that highlight when the mouse waves over them. A limited Data Objects feature lets you create a minidatabase that users can browse record by record. (The minidatabase would be more interesting if you could populate it from an external source or if you could export the data in it.) An external page feature links pages that you want to edit in other programs. However, Fusion is missing features, such as revision control, that could streamline the efforts of several Webmasters working together on a site.

Fusion steers you toward a site organized around orderly levels. Many sites work well this way, but it's harder to make Fusion handle other approaches. For instance, although Site view shows a site's two-dimensional logical hierarchy, it does not show where actual links lie within the site (it assumes links follow a "normal" hierarchy). Similarly, the navigation bars are a blessing for obvious navigation, but you'll have to build your own from scratch if you want them to work in more subtle ways. Fusion's page layout tools are adequate but not impressive; the same is true of its spell checker and Find/Replace. Disappointingly, the table formatting options fall far behind those of simpler (and far cheaper) products such as Symantec's Visual Page.

Although version 2 addresses some of version 1's greater problems, it's still difficult to recommend this program unreservedly. Learning Fusion requires an investment in mental bandwidth and an adjustment to a few interface quirks, including the program's irritating tendency to spell out complete path names in tiny text boxes. Once a site is in Fusion, you probably won't take it out; you'll have too much invested in Fusion to want to change. You might want to try out the free 30-day demo from NetObjects' Web site before committing. —*Tonya Engst*

HOW TO START A SITE IN FUSION



Step One: Use Site view to create your site's structure. Click the triangle beneath any page to collapse subpages. A plus sign (+) beneath a triangle means you can click the triangle again to reveal collapsed pages.



Step Two: In Style view, modify a provided site style, or create your own using graphics created elsewhere.



Step Three: Arrange repeating information in the Master Border, then create unique content for each page.



GOOD NEWS: Site management. Drag-and-drop page layout. AutoFrames feature.
BAD NEWS: Chews disk space. Can't accept elements dropped in from the Finder. Generates complex HTML.



"WOMAN WITH A FLOWER" *by* PAUL GAUGUIN 1891



"BALL AT THE MOULIN DE LA GALETTE" *by* PIERRE AUGUSTE RENOIR 1876



"LINKS LS MACINTOSH" *by* ACCESS SOFTWARE INC. 1997

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Other features include modem/network play, fog and microtextured grass, more realistic ball-flight dynamics, 3D virtual reality tours and exclusive multimedia footage. For more information call 1.800.800.4880 or visit us at www.AccessSoftware.com. Frame not included. Requires PowerPC

LinksLS Macintosh



ACCESS SOFTWARE INCORPORATED

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Salt lake City, Utah 84116
801.359.2900 Fax 801.359.1273

reviews

Guitar Shop Vol. 1

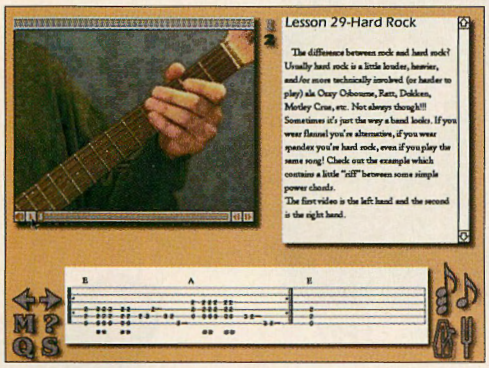
COMPANY: Red Door Interactive
CONTACT: 800-949-2983, http://www.reddoorint.com
PRICE: $39.98 (street)
REQUIREMENTS: 68020 or faster; 4MB of RAM; System 7.0 or later; 2X CD-ROM drive; 10MB of hard disk space; 640-x-480-pixel (13-inch), 256-color monitor

Great guitar players always tell stories about how they learned to play by listening to faint, out-of-tune acts on their great-stepfather's hiss-laden old radio. It gets so that most beginning guitarists think their chances of success are doomed due to lack of elderly kin with bad radios. Actually, what these stories really tell is what natural liars most musicians are.

In reality, learning to play the guitar is almost always a mixture of elements: lessons, practicing, playing along to recorded music, studying chords and scales and countless diagrams, and more practicing.

As part of Red Door Interactive's Multimedia Guitar Series, Guitar Shop Vol. 1 tries to give the student a lot of these elements in one place. An accompanying book slightly elaborates on the CD-ROM's lessons. The CD-ROM includes video clips to demonstrate the text; there's even a metronome, a tuning device, and a skimpy glossary on the disc. But the real giveaway to the quality of this product is that the package includes a plain ol' audio CD that contains the same lesson material and more! It's there "to accompany the book when there is no computer handy." And this gets at the real problem: There is little reason to put this sort of information on a CD-ROM and certainly no good reason to set it up in an interactive format.

See, it takes two hands to play the guitar, and the program requires frequent mouse clicking to get to the next 10-second video or to scroll through the text. It's annoying while you're trying to play the guitar. The information provided is basic guitar stuff—scales and chords and a bit on different musical styles—but it has been more cogently and thoroughly presented in many instructional books. There also are lots of great records to play along with, and almost any music store sells really good VHS instructional videos by really good guitar players. These have visuals, sound, and text (through spoken narration), and teach the student in a much more direct way. *—Andy Ross*



MULTIMEDIA, INDEED: There is useful information here (despite the hokey text), but the interface is a hindrance.

GOOD NEWS: Contains a decent amount of basic information.
BAD NEWS: Interactivity takes away from guitar playing. Not the most effective presentation of materials.

Texture Creator 2.0

COMPANY: Three D Graphics
CONTACT: 800-913-0008, http://www.threedgraphics.com
PRICE: $129.95 (SRP), $79.95 upgrade from Adobe TextureMaker
REQUIREMENTS: Power Mac, System 7.5.3 or later, thousands of colors, 16MB of RAM, 20MB of free hard disk space, CD-ROM drive

No need to dig through CD-ROMs of clip art to find a texture for your Web page, 3D image, or Marathon map. Texture Creator 2.0 can mix up original graphic backgrounds or simulate wood, clouds, or marble.

The interface is straightforward, with a workspace familiar to users of Adobe TextureMaker or the CorelDRAW 6 suite (see review, Dec/96, p60). Both TextureMaker and CorelDRAW 6's texture program are simply earlier versions of Texture Creator, which is noticeably faster.



HERE WE HAVE A GIF of the *MacAddict* logo as a bump map "under" one of the many included textures.

You have the choice of starting a new texture from scratch, opening (and then modifying) one of many premade textures, or stepping through a "Wizard" process. A helpful touch: When you use a premade texture, you can still pull it apart to see how it was made.

You can play with light sourcing, opacity of layers, blending, and colors. But color is problematic, especially for Web designers (who will love Texture Creator's ability to make perfect tiles). The application doesn't come with a browser-safe palette; and it can't import one from Adobe Photoshop 4.0 (though it can import Photoshop 3.0 palettes). An undocumented hack is to select a color in the Color Palette window, then double-click on the color, which opens Apple's Color Picker. Even if you manage to import a Color Set, though, you won't be able to use more than 56 colors—that's all the Color Palette window can show. Also, Texture Creator cannot import EPS files as layers, nor can it use them as bump maps.

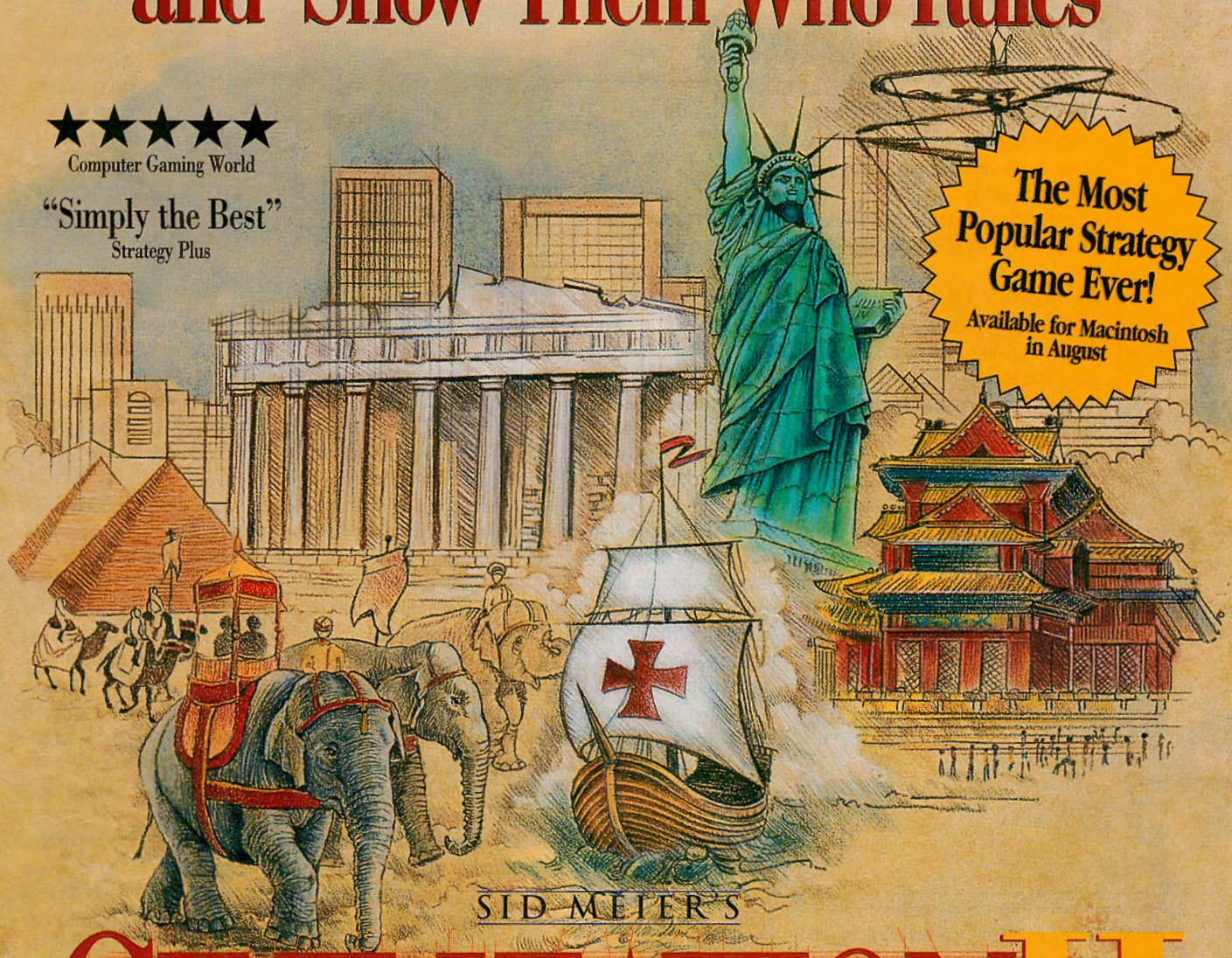
Still, Texture Creator has plenty of features to recommend it. The application handles bump maps well, even making one out of a GIF. It's stable and fairly quick. I wouldn't know how else to chisel the *MacAddict* logo into marble or carve it out of wood. *—D. D. Turner*

GOOD NEWS: Easy to create neat textures and effects. Simple and effective tiling tool.
BAD NEWS: Color palette shows only 56 colors and won't open Adobe Photoshop 4.0 palettes.

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MacSoft®

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System Requirements: Any 68040 or higher Macintosh with at least 8MB RAM, color monitor and CD-ROM drive. Also accelerated for Power Macintosh.

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reviews

Two TV Tuners

TurboTV

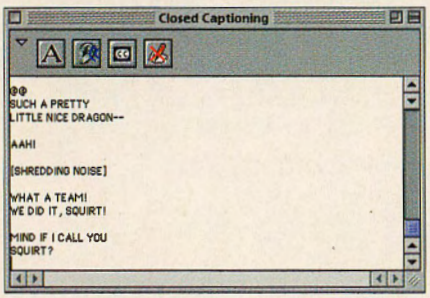
COMPANY: IXMICRO
CONTACT: 888-467-8282, http://www.ixmicro.com
PRICE: $139 (street)
REQUIREMENTS: PCI-based Power Mac or compatible, free PCI slot, System 7.5.3 or later, 16MB of RAM, CD-ROM drive, QuickTime 2.5 or later

ATI Xclaim TV

COMPANY: ATI Technologies
CONTACT: 905-882-2600, http://www.atitech.com
PRICE: $89.95 (street)
REQUIREMENTS: PCI-based Power Mac or compatible, Xclaim VR video card, QuickTime 2.5 or later

As a friend of mine used to say, "Vacuum tubes suck my brain." I don't think he meant computer monitors, but if he could see my Mac's screen now, he'd recoil in horror. With just a little hardware juggling, I can be mesmerized by bad TV on my computer monitor.

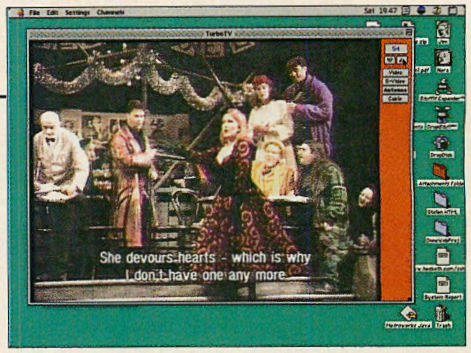
IXMICRO (formerly Integrated Micro Systems) offers an all-in-one TV solution. Its TurboTV is a PCI card with video capture abilities and a 125-channel tuner. Installation is fairly straightforward: Drop in the PCI card (route the sound cables over the PCI card and across the motherboard), restart your computer, install the TurboTV software, and restart again. Make sure you have the latest drivers (we used version 1.5b2, available from IXMICRO's Web site); the software that we received caused frequent crashes and conflicted with many extensions. Also, once in a while, the TurboTV would freeze the system (while the TV continued to play). Sometimes we had to restart the computer, then restart again because the monitor was out of focus. This was particularly annoying because it always seemed to occur at crucial scenes, such as the tensest moment of *Prime Suspect.* However, the new drivers were a significant improvement—no extension conflicts, no system lockups.



THE XCLAIM TV'S closed-captioning feature can save transcripts as a text file.

The TurboTV performed decently. Weak signals (we don't have cable) confounded it–channel drift, ghosting, and weird color were regular occurrences–but when a station came through clearly, we could run what the company calls a "Full-Size" window (640 x 480 pixels) with few dropped frames. Despite IXMICRO's claim that because it "pumps the video into the frame buffer," other desktop applications won't slow while the TV is running, we recorded slight slowdowns in our general usage.

The TurboTV's video capture features worked reasonably well. Capturing footage off a camcorder (through either an S-Video or an RCA jack) was straightforward, though the TurboTV doesn't come with handy software, as the ATI Xclaim VR card does. Using Adobe Premiere, basic movies translated well enough for Web or home use, but this is far from a professional solution.



HATE TO INTERRUPT YOUR WORK, but there's an opera on.... That's not closed captioning, by the way, just subtitles.

The ATI Xclaim TV takes a different tack. About the size of a pack of cigarettes, it plugs into the ATI Xclaim VR card (see review, Apr/97, p74) and takes advantage of the board's video capabilities. You then can run video and/or sound in, or sound and/or S-Video out. There's also an antenna connection on the Xclaim TV, which means more convenient antenna wrestling than with the TurboTV, which requires you to reach around the back of the Mac.

The Xclaim TV works with ATI Video Player software, which offers onscreen buffering and hardware-accelerated scaling of QuickTime movies. Also, Video Player allows you to record TV as it plays, so you can tape *Oprah* (be warned, however, that even a 320-x-240-pixel recording can grow to 100MB within minutes). As a TV, the Xclaim TV picked up weaker signals better than the TurboTV did, was far more stable, and didn't slow background applications. Also, it didn't require disabling any extensions except outdated versions of ATI video digitizers, though Video Player did balk at loading without Virtual Memory or Connectix RAM Doubler enabled.

The extra software-based features of the Xclaim TV are impressive. This product just may make a productivity tool out of the television. Not only can you monitor four channels at once and zoom in on parts of the screen, but also the Xclaim TV takes advantage of closed captioning to "listen" for your list of so-called Hot Words (it alerts you when they pop up in a program you may not be watching) and can record a transcript of any closed-captioned program. Imagine not having to send away for transcripts of *The NewsHour With Jim Lehrer!*

Granted, television is evil. But sometimes it's fun to let a little evil into your life. The all-in-one solution for the Mac is the TurboTV, but it lacks some of the useful features of the Xclaim TV. The Xclaim TV requires that you have the Xclaim VR video card installed, so it is more costly, but you get all the benefits of the Xclaim VR card plus a stable TV with functions I wish were on any idiot box. *—D. D. Turner*



TurboTV

GOOD NEWS: TV on your Mac. Simple controls. No external equipment.
BAD NEWS: Doesn't work well in poor-reception areas. Awkward cabling.



ATI Xclaim TV

GOOD NEWS: TV on your Mac. Powerful closed-captioning features. Stable.
BAD NEWS: Requires the ATI Xclaim VR video card, and Virtual Memory or Connectix RAM Doubler.

Two 8MB PCI Graphics Cards

Imagine 128 Series 2

COMPANY: Number Nine Visual Technology
CONTACT: 800-GET-NINE, http://www.nine.com
PRICE: $799 (SRP)

Xclaim 3D

COMPANY: ATI Technologies
CONTACT: 905-882-2600, http://www.atitech.com
PRICE: $349 (SRP)

There are more PCI graphics accelerator boards by the minute. We tried out two of them: the Imagine 128 Series 2 and the Xclaim 3D.

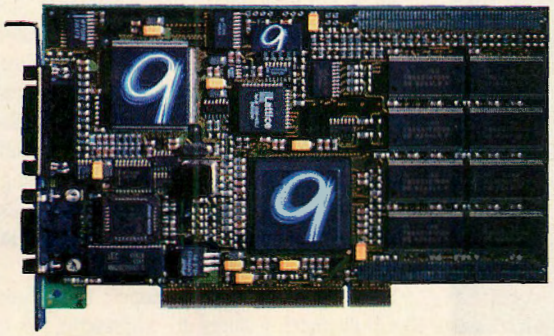
The Imagine 128 gives millions of colors at 1,600-x-1,200-pixel resolution, full-screen video playback, and accelerated 2D performance. We tested it with a large Adobe Photoshop image. Speed indeed! Dragging the image around inside its window was smooth; opening the file was snappier, too. (The board does not accelerate brushstrokes or filters, however.) You also can use hardware-accelerated window drag to move windows around in real time while viewing the contents. (However,this won't work with some programs, including Photoshop.)

The packaging says the board offers QuickDraw 3D (QD3D) acceleration, but a Number Nine spokesman admitted that this feature has not yet been implemented.

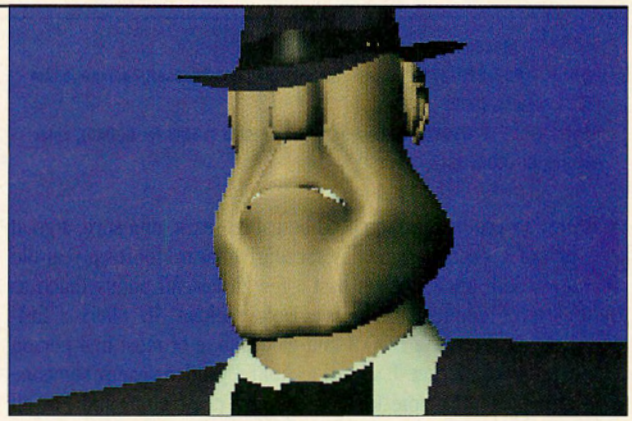
ATI's Xclaim 3D board primarily is a QD3D accelerator. The board does work as a 2D graphics board, of course; the 8MB version provides 24-bit resolutions of up to 1,280 x 1,024 pixels at 75Hz and a modest gain in scrolling speed.

We tested its QD3D abilities using NewTek's LightWave 3D Modeler. The Xclaim 3D increased the speed of 3D object redraw about 50 percent over software-based QD3D. Objects looked smoother, too. A large chunk of RAM can be devoted to texture and transparency data, so you can expect detailed, realistic images in RAVE-compatible games and 3D applications. However, weird polygon artifacts are more common with hardware-based QD3D acceleration than without.

The Xclaim 3D board has pitfalls, though. It conflicts with Apple's own Graphics Accelerator extension (though this is required only on the Power Mac 7200). And you'll find that QD3D acceleration just isn't supported efficiently by many popular 3D graphics programs. (ATI maintains a list of 3D titles it accelerates at http://www.atitech.ca/3dalley/titles.html.)



A LOT OF NINES: There's no mistaking Number Nine Visual Technology's graphic accelerator cards.



A 3D OBJECT hardware-rendered in QuickDraw 3D with the ATI Xclaim 3D board.



THE SAME OBJECT rendered through QuickDraw 3D software only. The hardware-rendered image is much smoother, but the colors aren't quite true.

Both boards stood out equally in QuickTime acceleration. We expanded a 320-x-240 QuickTime movie to fit a 832-x-624 screen at 30 frames per second with no dropped frames. The Imagine 128 had the edge in image quality, but the Xclaim 3D was no slouch. The Xclaim accelerates Cinepak and Indeo formats; the Imagine 128 accelerates Cinepak and MPEG1 and MJPEG formats.

If you're a 2D graphics pro, grab the Imagine 128; 3D gurus and game addicts, scream for the Xclaim 3D. *—Raf Anzovin*

Imagine 128 Series 2

GOOD NEWS: True 128-bit acceleration. Hardware-accelerated window dragging and scrolling. Accelerated full-screen QuickTime.
BAD NEWS: Supports only sync-on-green monitors. No QuickDraw 3D acceleration.

Xclaim 3D

GOOD NEWS: Accelerates QuickDraw 3D. Full-screen QuickTime.
BAD NEWS: QuickDraw 3D sometimes has artifacts.

reviews

Duke Nukem 3D

COMPANY: MacSoft
CONTACT: 800-229-2714, http://www.wizworks.com/macsoft/homepage.htm
PRICE: $49.95 (SRP)
REQUIREMENTS: 68040 or PowerPC, 8MB of RAM (16MB for 68040), color monitor, CD-ROM drive

FIND A DEMO of Duke Nukem 3D in The Disc.

Sure, it's crude. Sure, it could be called sexist, and sure, a good part of it seems designed by socially backward fourteen-year-old boys. Still, once you get past a few distasteful points (such as Duke's steroid-induced buffness), Duke Nukem 3D offers a fast-paced respite from the DOOM-and-gloom tone of most first-person shooters on the market. It's hard to hold a grudge against someone who grumbles, "It's time to kick ass and chew gum, and I'm all out of gum."

Is there a plot? Not really—there's just a premise, and one so thin that it might not even be pitchable to a Hollywood producer. Seems a bunch of aliens have descended on Earth to "steal our chicks," as Duke so delicately puts it. It's up to you, as Duke, to save the day by, basically, shooting everything that moves and a few things that don't.

Anyone familiar with this genre of games will be instantly at home. In between killing aliens, you have to collect security cards (think keys from DOOM), which allow you access to various parts of a level. You finish a level by making it to the Self-Destruct button (how you can win by blowing yourself up is beyond us, but hey, Duke works in mysterious ways). There are some puzzle elements to each level, but none too tough for one who's made it through Marathon.

Speaking of Marathon: inevitably, comparisons will be made. Build, the graphics engine behind Duke Nukem 3D, is still a "2 1/2-D" construct—not truly 3D. However, it does allow more 3D-like effects than the Marathon engine, such as crouching, jumping, ramps, and multistory buildings. There's even a submarine you can board, and a subway car. Also, Duke's world is far more interactive than Marathon's. Phones have dial tones, vases shatter in a cross-fire, windows break, and when you come across a pool table you can roll the balls around.



DUKE NUKEM'S INTERACTIVE ENVIRONMENT means you can flip burgers as well as shoot aliens into mincemeat.

Still, there are some areas in which the Marathon series retains an edge. Swimming and flying in Duke Nukem 3D is downright boring: You move up or down, and stay in one place without bobbing or sinking. There's also no mystery at all in Duke Nukem 3D. Shoot, watch the gore, run on. The ingenuity of some levels, and some honestly funny parts (besides the alien on the toilet, I mean) do entice you to play on, but there's little to go back to and try to understand. Then again, nobody's selling this game as a replacement for graduate studies. And, make no mistake, Duke is fun.

MacSoft and Lion are to be congratulated for the quality of this port from the PC world. Installation was a breeze, and Mac interface conventions (such as selecting menu items with the mouse, dialog boxes, and menu bars) are all there. But wait—there's more: The Mac version of Duke Nukem 3D offers more value and more features than the PC version did. You get levels that PC users had to purchase separately as the Plutonium Pack, including a great level set in a fast-food joint. Also, "MacDuke" takes advantage of some of the Mac's multimedia features, allowing you to switch screen resolutions on the fly (I know you can already do that, but PC users can't) and record taunts in your own voice for multiplayer games. One tech tip: If you find that the game suffers from occasional momentary freezes, try turning off the Music option—the freezes are most likely caused by the computer accessing the CD-ROM music tracks.



PART OF THE FUN OF BEING DUKE NUKEM is you get to play with some fun guns. This one freezes your opponent; one kick will shatter him.

Speaking of multiplayer games: Duke Nukem 3D's Dukematch features are impressive. Not only can you play over a local network, you can play against one to seven enemies over IPX, AppleTalk,



IF YOU MAKE IT to the end of this football-field level, you'll get to face this. Hot tip: Shoot the Duff blimp for a shower of goodies

or TCP/IP. Head-to-head play over the Internet required only getting a competitor's IP address and typing it in to a dialog box. With a 28.8kbps modem, play was smooth and almost as good as over a local network. Duke Nukem 3D is even cross-platform networkable, so you can go kick some PC user's behind, whether locally, or across the world. One warning: unlike Marathon, Duke Nukem 3D won't send a map to all the players, so if you plan to use a third-party map, you'll have to email it to all your friends (the good news is that Duke map files work on both platforms with no modifications necessary and there are a ton of gamer-made maps available on the Web).

For parents, there's a password-protected "Parental Lock" option (in the Options menu, or course). Once you set this lock, your kids will be protected from some of the more explicit violence and "adult themes" in Duke Nukem 3D. Then they will be free to run around and shoot things to their little hearts' delight.

Speed was excellent (16-28 frames per second on a 800-x-600-pixel resolution) on a Power Mac 7600/120. On a 68040-based Mac, you'll need to reduce screen size and detail, but the game is still playable. Overall, the Mac version of Duke Nukem 3D is an impressive achievement technically, and, though you might feel guilty enjoying it so much, you probably will. *—D. D. Turner*

Cheater Cheater

Tips

Want a little extra fun? Go on, cheat. You can type in these codes any time.

DNKROZ or DNCORNHOLIO: God Mode. You have full health and can't be hurt.

DNSTUFF: Gives you all weapons, ammo, and key cards for the level.

DNCLIP: Turns off clipping so you can walk through walls. Be careful, though, you might get stuck.

DNCASHMAN; When you press the space bar, Duke throws money. This comes in handy in some of the bars.

And our favorite: in the first level (Hollywood Holocaust), go to the projection booth, flip the switch near the projector, and type DN1984. See what starts playing in the theater.



GOOD NEWS: Fast action game with a specific sense of humor. Great weapon variety. Good network play. Excellent port.

BAD NEWS: Possibly offensive sense of humor. Chunky graphics. Must have CD in drive to play.

XTension

There is just one...

Home automation for the Mac is back!

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See our review in the July 1997 MacAddict

XTension the serious automation and security software finally challenges a world that the PC has dominated for 10 years. Stop wishing and stop running PC software on your Mac.

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XTension is available from your home automation distributor or from:

Sand Hill Engineering Inc.

email: sandhill@shed.com voice: 407-349-5960

reviews

Damage Inc.

COMPANY: MacSoft
CONTACT: 800-229-2714, http://www.wizworks.com/macsoft
PRICE: $29.95 (street)
REQUIREMENTS: 68040 or PowerPC, 8MB of RAM, color monitor, CD-ROM drive

FIND A DEMO of Damage Inc. on The Disc.

If you've been itching for a contemporary first-person shooter, Damage Inc. fits the bill. As leader of this U.S. antiterrorist unit, you must neutralize a number of gun-crazed paramilitary groups.

This is the second MacSoft game to use Bungie's Marathon engine (the other was Prime Target, reviewed Apr/97, p76). Although this 2D game engine has reached the end of its useful game life in a world that's quickly moving to 3D, Damage Inc. adds some neat twists.

You control a team of up to four Marines. Instead of running around shooting everything that moves, you actually have to plan with your troops to be effective. This adds a layer of strategy and complexity found in no other first-person shooter game.

Unfortunately, this coordination can be difficult. Your Marines don't always move the way you expect them to, often scouting in the direction opposite to what you specify. The 1.1 updater (check it out on The Disc) supposedly makes them a bit smarter, so they don't run into you as often as before, but I didn't notice much difference. The only sure way to control your team members is by using the map view to tell them exactly where to go, and this becomes tiresome.



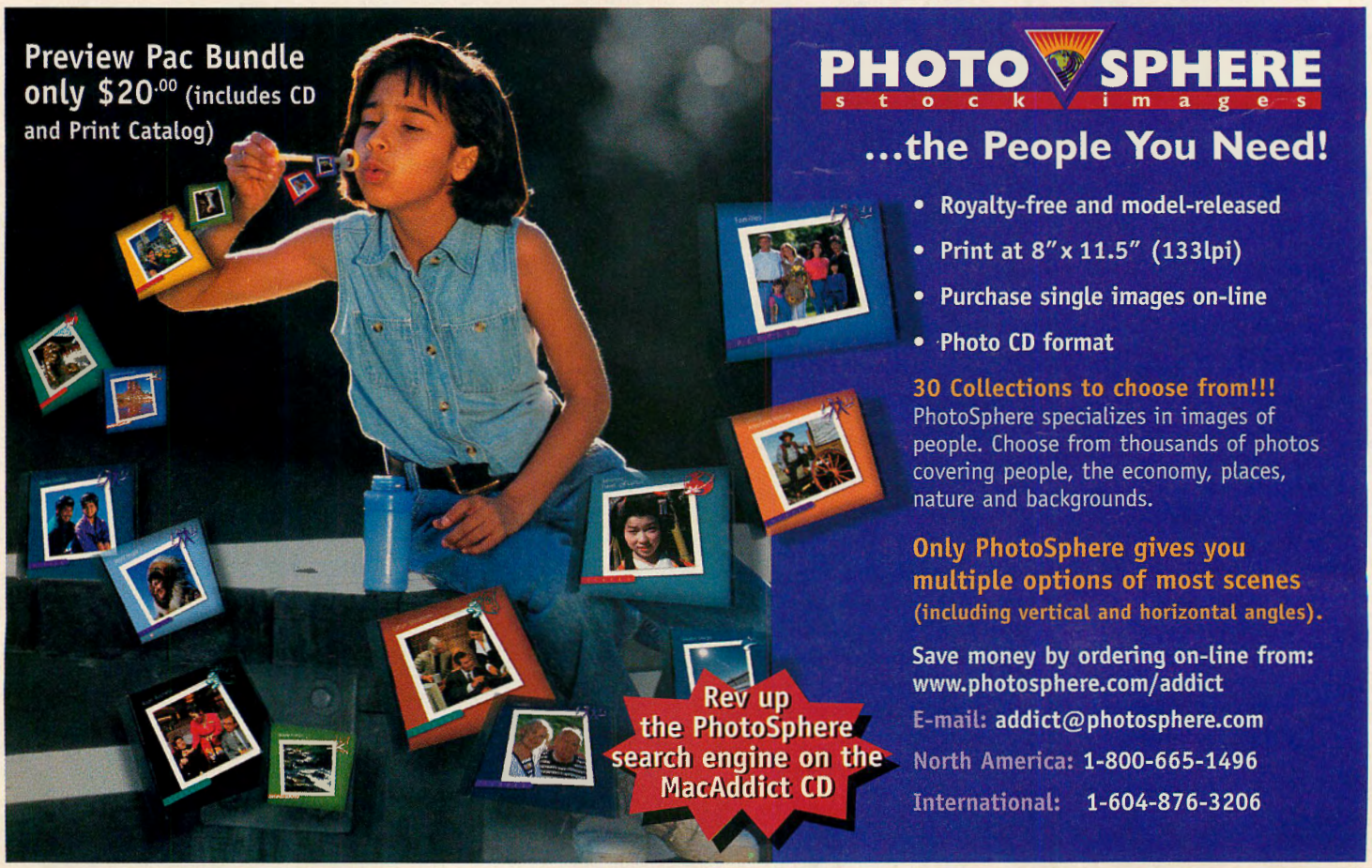
IT'S NICE TO HAVE BUDDIES in a firefight, even pixelated ones, except when they get in your way. Or shoot you.

True, the graphics aren't as sophisticated as Marathon's, but the weapons are fun. Best of all, each team member says different things to you on a mission. Vidiot, for instance, shouts," Good shooting, Marine! Better him than you, and certainly better him than me!" Random sound bites from group members keep you entertained during combat.

All in all, Damage Inc. offers an interesting team twist and a good plot with a sense of humor. —*Wade Albright*



GOOD NEWS: Fun weapons, entertaining sound bites, and good plot.
BAD NEWS: Difficult to control the actions of your team. Marathon game engine is getting old.





Lighthouse

COMPANY: Sierra On-Line
CONTACT: 800-757-7707, http://ww.sierra.com
PRICE: $49.95 (street)
REQUIREMENTS: Power Mac, 16MB of RAM, 20MB of hard disk space, 4X CD-ROM

I always wanted to work in a lighthouse. Climb the stairs every evening to turn on the light. Climb up in the morning to turn it off. Free the rest of the time to read and play computer games.

Of course, it isn't all that easy. If you want to see how thoroughly difficult the job can be, try Sierra's Lighthouse. After some of the more convoluted puzzle solutions, you might be tempted to douse the light and let oncoming ships crash on the shoals.

A scientist's child is kidnapped by a Dark Being. You'll have to plunge through a glowing portal into the mystical past to give chase. The Dark Being is out there waiting, and you must track him to his lab and zap him with a hand-built phaser-vacuum cannon to save the world.

Sound like another Myst clone? Maybe. But the Lighthouse beacon shines through its whimsical graphics. This ancient world has some intriguing machinery and characters to play with. You'll encounter metallic birdmen, submarines that swim like fish, ornithopters, a maze of underground railway tracks, and at least a half dozen repair shops where you'll be expected to fix aging equipment.

Before diving into this game, you might consider a semester at a trade school to learn basic mechanics and wiring. You'll have to mend a dizzying array of mechanical wonders, using tools, levers, cranks, and spare parts and wires. Each in its proper sequence, of course. Unfortunately, the steps aren't always logical. There's a crank, for example, that must be turned precisely 14 times to do its job. Fourteen?



BE CAREFUL, or that mechanical birdman will steal vital equipment. You may want to lock him out.

If you're strong on patience and mechanical know-how, you'll enjoy Lighthouse. Otherwise, keep in mind the old Spanish proverb, "At the foot of most lighthouses, one finds darkness." —*John Lee*



GOOD NEWS: Intriguing graphics. Nice animations. Pleasant sound track. Brain-twisting puzzles with hints.
BAD NEWS: Some of the puzzles defy logic, as does the story, sometimes.

Circle of Blood

COMPANY: Virgin Interactive Entertainment
CONTACT: 800-874-4607, http://www.vie.com
PRICE: $47.95 (street)
REQUIREMENTS: 68040 or faster, 16MB of RAM, 200MB of available hard disk space

Circle of Blood promised a lot—good story, good animation—all in a traditional graphical adventure-type game. Promises, promises.

Despite offering a minimal installation of 18MB, the game refused to work without the maximum installation plus most extensions turned off. Virgin made no effort to tailor the skimpy manual to Mac users; every page makes reference to the right-hand mouse button. And universal Mac commands, such as Command-Q for Quit, don't work, yet the Escape key controls the preferences.

Still, maybe the installation problems would be worth it. The introduction looked pretty great, and its music soared.

But....

The game played smoothly, the interview-and-inventory interface was familiar, if tired and, as the game progressed, it was clear that the plot was ambitious, intricate, and far more sophisticated than those in most adventure games. Yet, as we embarked on the adventure, we felt like Ingrid Bergman in *Gaslight*. Although the game takes place in Paris, most of the French characters speak with a Russian-Cockney accent. All the characters are stereotypes, from the chauvinistic French cop to the effeminate hotel concierge. And our hero, George Stobbart, made this American cringe. Sporting blow-dried blond hair, George makes Lassie look like Einstein. Even when we tried to play him close to the vest, à la Philip Marlowe, he would inevitably blurt out something moronic, such as, "Actually, I really did see the suspicious clown that you guys are trying to cover up...."



BLONDES HAVE LESS FUN, at least when they're as dim as George (at the desk). Unfortunately, you're stuck playing George.

Circle of Blood is an ambitiously plotted adventure game with well-made graphics and for some, this will be more than enough. However, atrocious voice acting, a dumb protagonist, and a truly terrible installer makes this game less than a bloody good time. —*Robyn Weisman*



GOOD NEWS: Decent animation. Moderately engrossing.
BAD NEWS: Difficult to install. Protagonist is a blow-dried moron. Doesn't adhere to Mac conventions.

reviews

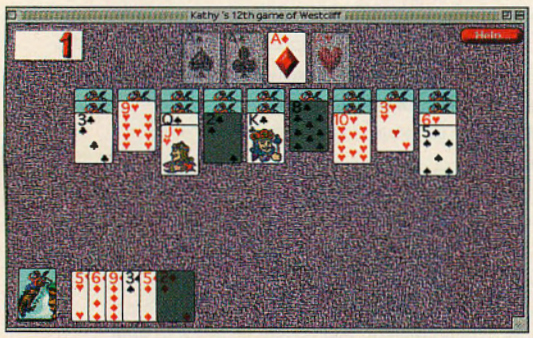
Solitaire Spotlight

Eric's Ultimate Solitaire CD

COMPANY: Delta Tao Software
CONTACT: 800-827-9316, http://www.deltatao.com/deltatao
PRICE: $37 (street)
REQUIREMENTS: System 7.0 or later, 8MB of RAM, 20MB of hard disk space if not run from CD

A Macintosh card game should fool you into believing that you are directly manipulating cards. In addition, the only reason, really, that anyone plays solitaire is to waste time: It's not like there's a computer opponent to overcome. So the ultimate solitaire game will pull you in with an excellent interface and make you forget that time is passing in the outside world.

Eric's Ultimate Solitaire does just that. The cards feel like cards. You can pick them up and "throw" them at the target pile. When you finish a game, Eric deals you a new one, so there's no reason to get up and take a break. The game satisfies the minimum Solitaire requirements, yet it does so much more. The CD delivers more backgrounds and, with the Quick-Time Musical Instruments extension installed, more music than you'd get on a floppy. You'd have to play for several hours before the backgrounds or music would repeat, and if you have your own favorite background or MIDI file, just plug it in.



IF YOU NEED HELP playing Westcliff, click the help button and Eric will bring up a picture of the game to illustrate the rules.

As far as the playing goes, you can choose from 23 different solitaire varieties. This, again, reflects the incredible attention paid to interface design—23 is the number of items that fits on a pull-down menu of a 640-x-480-pixel monitor without scrolling. The solitaire varieties were also chosen to challenge you—you'll need skill, not luck, to win. Each variation has its own card design, which reflects the game title, and there are special "Easter egg" card backs for holidays, too. Playable cards can be darkened so you know when you're stuck. When you get too stuck, Eric lets you cheat by moving a card to the top of the stack. Alternately, you can make Eric deal "always winnable" games.

To help you keep track of just how much time you've wasted, Eric keeps statistics of each game's score, average game length, and your winning and losing streaks. Cheats and undos are tracked, too, unfortunately. Eric's mascot, a weasel, comments on the results of each game, encouraging you when you break a losing streak or set a record, congratulating you on a long winning streak ("Your self-esteem must be fantastic"), or castigating you when you cheat. And if you get bored, you can look for secret messages in the manual and resource fork. —*Kathy Tafel*

Solitaire 'Til Dawn

COMPANY: Semicolon Software
CONTACT: http://www.semicolon.com
PRICE: $20 (shareware)
REQUIREMENTS: System 7.0 or later, 700K of RAM

Solitaire 'Til Dawn is a winner because of its interface niceties. Instead of cramming the cards into a 640-x-480 space, the window has a scroll bar, which lets you see the numbers on all cards. A "magnetic" mouse picks up a card if you hold the cursor over it, which really helps if you've been playing for six hours. The games also mostly require skill. Still, the new version of Eric's wins out because it lets you cheat. —*KT*

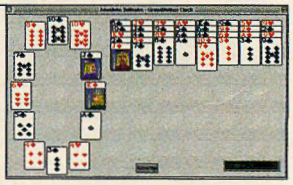


SPIDER USED TO BE my favorite game, until I found Yukon.

Absolute Solitaire

COMPANY: MacSoft
CONTACT: 800-229-2714, http://www.wizworks.com/macsoft
PRICE: $25 (street)
REQUIREMENTS: Color Mac, System 7, 1,600K of RAM

For those who really don't want to think too hard while wasting time, Absolute Solitaire offers an alternative to Eric's and Solitaire 'Til Dawn. Most of the games are based on chance, not skill. The interface has its ups and downs; once the game is over, you have to choose a new game manually, leaving you plenty of opportunity to turn off your Mac, but at least the cards feel like cards. —*KT*

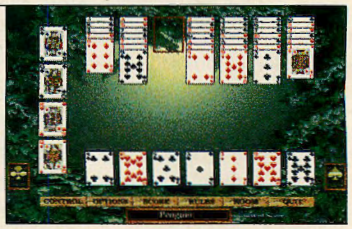


AUTO-REDEAL WOULD have made this a freakin' awesome game.

Hoyle Solitaire

COMPANY: Sierra On-line
CONTACT: 800-757-7707, http://www.sierra.com
PRICE: $14.95 (SRP)
REQUIREMENTS: 33MHz 68040, System 7.1 or later, 8MB of RAM

In Marathon and Descent, you expect the menu bar to be hidden: It adds to an immersive experience. But you certainly don't need immersion to play solitaire. Plus, as the other programs prove, you don't need a Quadra to play Solitaire. The interface is also clunky and nonintuitive (I couldn't figure it out without reading the manual). —*KT*



IT LOOKS PRETTY, but don't judge a book by its cover.

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System Requirements: Any 68040 or higher Macintosh with at least 8MB RAM, color monitor and CD-ROM drive. Also accelerated for Power Macintosh.

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cd-roms

ACKERMAN'S MUSEUM ■ MAVIS TEACHES TYPING ■ THE SIXTIES ■ NATURAL HISTORY OF YELLOWSTONE PARK ■ CAREER SURVIVAL GUIDE

If you'd rather be cashing a paycheck than scanning the classifieds, check out this month's CD-ROMs. Management guru Tom Peter's career survival guide gives you a positive kick in the pants, while typing tutor Mavis Beacon teaches you the basics of many a job.

Or just forget about work and take a walk through one of the world's most renowned national parks, roam through Forrest J. Ackerman's immense B-movie museum, or flash back to the '60s (time-travel conditions are not guaranteed.) Catch the details on the flip side. —*Joe Mahr*

Forrest J. Ackerman's Museum of Science Fiction, Horror and Fantasy

COMPANY: Marlin Software
CONTACT: 800-921-9581, http://www.4ecd.com
PRICE: $42.95 (street)
REQUIREMENTS: 4X CD-ROM, System 7.0 or later, 68040 or faster, 8MB of RAM (16MB for PowerPC)

Forrest J. Ackerman, the premier B-film aficionado, boasts an enviable collection of 300,000 paintings, posters, clips, and props from nearly every good—and bad—sci-fi, fantasy, and horror film ever made. Junkies of the genre can peruse still images of the original King Kong, twirl a Gremlin, or kick back and watch part of *The Lost World* (pre-Steven Spielberg) until their hearts clog from all the cheese. Sometimes Forry, as friends call him, even dishes a little on the scene behind the scenes of select flicks.

A lot is packed into this mix, but the content inconsistency is maddening. Click here and you get the complete text of *A Princess of Mars*. Click there for a few minutes of footage from a movie you've never heard of with no text to explain it. Click yonder and you get... nothing—this picture isn't linked to anything.



LARGER-THAN-LIFE collection of movie memorabilia barely lives up to B-film quality.

Wandering around this vast museum with QuickTime VR can be even more frustrating than browsing Ackerman's hodgepodge of collectibles. The museum "map" helps, but how scary would it have been to fit an index into the four-CD collection?

The Last Words:

Mark: Close but no cigar. While visually sumptuous, this sci-fi/horror/fantasy museum suffers from a shortage of information and context.

Judy: Posters, film clips, storyboards, original sketch art, and text for miles and miles. This four-disc collection certainly has it all, but the documentation is messier than a cocktail party with Nosferatu.

Joe: Forry's collection is a work in progress and so is the disc. But, 40 bucks isn't bad for four CDs with 2.6 gigs of stuff.

FIND DEMOS OF Mavis Beacon Teaches Typing, Natural History of Yellowstone Park, and Tom Peters' Career Survival Guide on The Disc.

Mavis Beacon Teaches Typing

COMPANY: Mindscape
CONTACT: 800-234-3088, http://www.mindscape.com
PRICE: $40 (street)
REQUIREMENTS: 2X CD-ROM, System 7.1 or later, 68040 or faster, 8MB of RAM



BUG-SPLATTERED typing games test skill and stamina.

Attention hunt-and-peck typists: You'll soon be dropping the dance of the index finger when Mavis teaches you to strut all 10 fingers across the keyboard, especially because she lets you pick your own tunes to type to.

Your first time out, however, is a true test—the computer measures your strengths and weaknesses so that it can customize your lessons. After tickling the plastics for a spell, pull up your progress chart, which details problem areas key by key. In no time, your words per minute will soar—until your hands fall off.

That's the only drawback. Once you reach the intermediate level, you have to learn by typing...typing...typing. The cute games just become more annoying as your fingers become more tired, until you want to raise only one particular finger at the CD.

The ever-personable Mavis, however, does her best to counteract weary appendages, giving encouragement and helpful hints that propel sleepy hands back to the keyboard.

The Last Words:

Mark: This devotee of the hunt-and-peck school was soon clocking over a dozen words per minute and having a good time doing it. It certainly didn't hurt that I could pick out an agreeable reggae.

Judy: I was skeptical. I was critical. I was cautious. I was wrong. I wondered, "Will this work?" It did. Typing tests, for the very beginner to the very advanced, really do help.

Joe: This particular subject is perfect for an educational CD-ROM, and Mavis does a bang-up job of making it work.

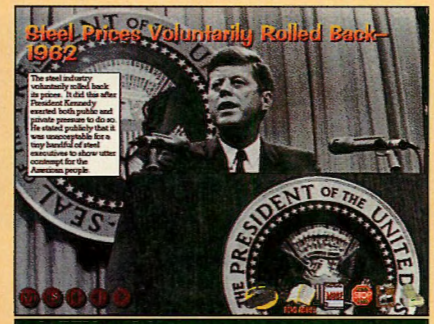
The Sixties: America 1960-70

COMPANY: MultiEducator
CONTACT: 800-866-6434, http://www.multied.com
PRICE: $54.95 (SRP)
REQUIREMENTS: 2X CD-ROM, System 7.0 or later, 68040 or faster, 8MB of RAM

All the creativity, ingenuity, and free-spirited abandon that infused the 1960s were completely stomped out of this supposed compilation of the decade's highlights. The only aspect of this disc that's truly representative of the '60s is its nascent level of technology, complete with jumpy multimedia and crude navigation.

At its best, the title achieves mediocre status with about two-dozen movie clips assembled from newsreel footage of important '60s events such as the JFK assassination The majority of the content—on topics including the Vietnam war—sounded like warmed-over high school history lessons. A couple of paragraphs and a photo slide show may have impressed people back in the '60s but not now.

Worse is the conclusion—the only original part of the disc. The narrator bemoans how nobody today wants to dream anymore, blah, blah, blah. More likely, today we dream of quality products. Keep dreaming.



HECK NO! You shouldn't go...spend good money on this '60s flashback shovelware.

The Last Words:

Mark: This disc was accompanied by an earnest press release raking my generation over the coals for our collective apathy. Looking at this limp and amateurish disc, I see the creators know all about not caring.

Judy: To have to read a text-heavy and simplistically designed overview of one of America's most pivotal decades is a complete disappointment.

Joe: Lots of text and little context. There's nothing worse than the Establishment trying to come across as anything but square. I can't feel any love here.

Zoo Guides: Natural History of Yellowstone Park

COMPANY: REMedia
CONTACT: 800-573-6334, http://www.remedia.com
PRICE: $29.95 (SRP)
REQUIREMENTS: 2X CD-ROM, System 7.0 or later, 68040 or faster, 8MB of RAM

You now can enjoy Yellowstone's beauty and heritage without worrying about weasels in the Winnebago, thanks to this helpful park guide.

Cybertourists easily can hike through 70 minutes of narrated movies, interactive maps, and loads of text on the Yellowstone ecosystem, covering everything from bighorn sheep to big forest fires. But beware: Grammar is spotty, and the narrator sounds too much like an out of work game show host to take him seriously. Topics, although comprehensive, also seem lumped together without reason.

If you don't mind roughing it a little, you can camp among a wealth of visuals that manage to capture the true beauty of the Yellowstone. You'll also find detailed maps and weather information if you ever decide to trade in your computer for a camper.


FAITHFUL NATURE LOVERS will gush over this awesome park attraction.

The Last Words:

Mark: Good job. I was a little disappointed that you don't get a virtual park tour, but I guess I need some reason to go there.

Judy: Makes a nice gift with the movies of the hot springs and lots and lots of animals, but other than that, I'd go for the big, color, glossy, well-written book at the gift shop.

Joe: These outdoor park discs usually suffer from bad navigation and worse narration. But I'm a sucker for movies of animals doing animal stuff, and this disc's wealth of QuickTime movies had me totally hooked.

Tom Peters' Career Survival Guide

COMPANY: Houghton Mifflin Interactive
CONTACT: 800-829-7962, http://www.hminet.com
PRICE: $34.95 (street)
REQUIREMENTS: 2X CD-ROM, System 7.5 or later, 68040 or faster, 12MB of RAM

He flares his hands. He talks like he's on *way* too much caffeine. He loves buzzwords. But career management guru Tom Peter's spiel, based on solid tips, may be worth more than just a laugh.

Those with the career blues aren't stuck merely listening to Peters blather on about his keys to success; they actually get concrete examples on how to reinvent themselves, grasp projects, and update resumes. The best part? Tom does worksheets. So, for example, you not only get Tom's inspirational lecture on resumes, you'll also get Tom's step-by-step instructions on creating and structuring your own; pretty snazzy.

Of course, those with weak stomachs may struggle through Tom's overly-enthusiastic catch-phrases, such as "Make it Wow!" and "Be a Project Maniac!" But if your career is in the dumper, Tom's shtick and his worksheets could put you back on the fast track to job fulfillment.



MAKE IT WOW! Do it now. He'll show you how.

The Last Words:

Mark: My one reservation: The jargon-spewing Peters reminds me of the loony self-help guru Dr. Luthor Waxling (played by Dennis Hopper) in the movie *Search and Destroy*, adding an unintentionally creepy undertone to the experience.

Judy: Yes, Tom Peters has a busy-hands and fast-talk style, but the truth is that his energy and organization work.

Joe: Peters has some common-sense points that will help some people, but I found the babble too much to work through.

Kidz Stuff

Brisbane Elementary School Mac addicts give their spin on the latest kids' software.

Putt-Putt Travels Through Time

COMPANY: Humongous Entertainment
CONTACT: 800-499-8386, http://www.humongous.com
PRICE: $39.95 (SRP)
REQUIREMENTS: 2X CD-ROM drive, System 7.0 or later, 25MHz 68040 or faster, 8MB of RAM

FIND A DEMO of Zootopia on The Disc.

Putt-Putt and Pep are back, or at least they were until Pep slipped into Mr. Firebird's washing/time machine, taking Putt-Putt's history report away with him. Figuring his teacher will never buy the truth, Putt-Putt dives after his homework and his friend into a time-travel adventure. Dinosaurs, castles, and singing horses await Putt-Putt as he travels to the prehistoric age, the Old West, medieval times, and the future. You must help Putt-Putt solve riddles and aid inhabitants with everyday problems such as bridge building and rusty engine repair in order to return the pair of pals to the present day—and maybe even get Putt-Putt's homework in on time.

GOOD FOR GRADES: 1 to 4

LIKES: "I liked the story to it and the things you have to do." ▪**Jonathan**

"It is really fun. You work out problems, and it has terrific pictures." ▪**Rebecca**

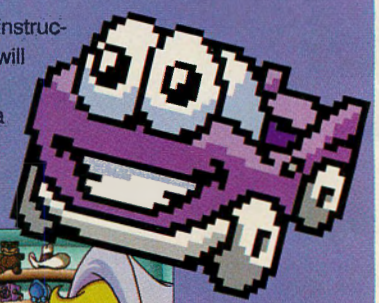
"You could go to a lot of places, like the future and the past, and you could bring stuff to the past or the future, like a bowl from the past to the future." ▪**Daniel**

DISLIKES: "I didn't like how it talked so much and it didn't have any instructions." ▪**Traci**

"You can't get into the castle in one level, and they all talk too long." ▪**Amanda**

SOUND ADVICE: "Make the instructions clearer so that little kids will understand it better." ▪**Hilary**

FINAL REPORT: Kids have a blast helping Putt-Putt and Pep prevail over the perils of time travel.





PUTT-PUTT SHOPS for clues in the Old West.



PUTT-PUTT SPARKS a travel sensation in any generation.

Meet the players...



AMANDA OLSEN, Age 10, Grade 6
EXPERTISE: Sports
PICK OF THE MONTH: Ultimate Writing Creativity Center



KIAH BUCHNER, Age 10, Grade 6
EXPERTISE: Sky diving
PICK OF THE MONTH: Putt-Putt Travels Through Time



JUSTIN PEREZ, Age 10, Grade 6
EXPERTISE: Computers
PICK OF THE MONTH: Putt-Putt Travels Through Time



DANIEL LAM, Age 11, Grade 6
EXPERTISE: Computers
PICK OF THE MONTH: Putt-Putt Travels Through Time



JONATHAN BUTTON, Age 11, Grade 6
EXPERTISE: Acting
PICK OF THE MONTH: Putt-Putt Travels Through Time



HILARY WALDO, Age 10, Grade 6
EXPERTISE: Soccer
PICK OF THE MONTH: Putt-Putt Travels Through Time



REBECCA WALDO, Age 10, Grade 6
EXPERTISE: Drama
PICK OF THE MONTH: Putt-Putt Travels Through Time



TRACI NOWAKOWSKI, Age 10, Grade 6
EXPERTISE: Sports and music
PICK OF THE MONTH: Putt-Putt Travels Through Time

Hello Kitty Creativity Center

COMPANY: Fox Toons
CONTACT: 310-369-7000, http://www.fox.com
PRICE: $14.98 (street)
REQUIREMENTS: 2X CD-ROM drive, System 7.0 or later, 4MB of RAM

Hello Kitty's fate lies in your hands as you help the hapless feline with pivotal story-changing decisions, such as whether to take the bus into the city or ride a horse toward an adventure in the desert. Along the way, cat-loving kiddies learn to count, add, and subtract with the help of Hello Kitty's whimsical ducks and butterflies.

GOOD FOR GRADES: K to 2

LIKES: "I liked the way you could make your own story. I also liked the way this can help little kids." ▪**Justin**

"I liked how it helped little kids with their math." ▪**Kiah**

DISLIKES: "It was a little slow. It got boring." ▪**Rebecca**

"It didn't give many instructions. Also, it didn't have very much to do with Hello Kitty." ▪**Amanda**

SOUND ADVICE: "If Hello Kitty is going to be the host, then you should have her be the host by helping you, not just sitting there." ▪**Hilary**

FINAL REPORT: Kitty's gardening adventures won't dig up much love among hip school-going cats.



HELLO KITTY clowns around in a circus (lack of) adventure.

Danny and the Dinosaur

COMPANY: Fox Toons
CONTACT: 310-369-7000, http://www.fox.com
PRICE: $14.98 (street)
REQUIREMENTS: 2X CD-ROM drive, System 7.1 or later, 8MB of RAM

Young scholars take learning to the streets as they prance around town with Danny and his dinosaur, playing games with numbers, a big vocabulary, and some tough spelling words. You've got to learn the alphabet in order to bring home from a downtown strip-mall all the items on your shopping list, solve addition and subtraction problems to hit a home run at the baseball stadium, and spell the names of packaged items to unload them at the warehouse. Younger game players may like hanging out with the jolly green prehistoric giant, but they'll likely outgrow the games more quickly than their shoes.

GOOD FOR GRADES: K to 1

LIKES: "When you clicked on something, most of the time it reacted." ▪**Amanda**

"I liked the way the animals looked." ▪**Kiah**

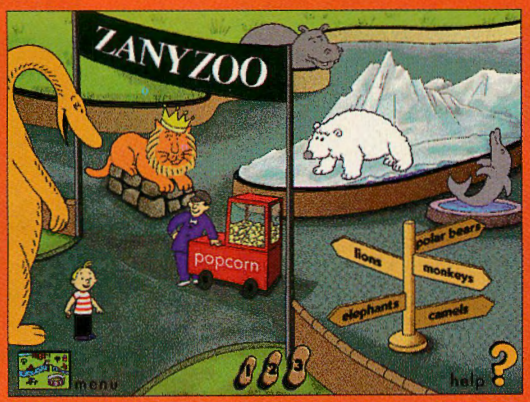
DISLIKES: "It didn't make any sense at all. The game didn't even let you play a lot because they talked too much." ▪**Traci**

"It was not very fun. Everything you do is just the same thing the whole time, like when you play baseball, you just keep hitting it to the same place and going one base after another." ▪**Hilary**

"The dinosaur is smaller than a regular dinosaur. It is unreal!" ▪**Daniel**

SOUND ADVICE: "Make it less boring with faster music." ▪**Rebecca**

FINAL REPORT: Danny and his dino dazzle only the youngest of the young.



DANNY'S DINO PAL should have remained in the Lost World.

Ultimate Writing Creativity Center

COMPANY: The Learning Company
CONTACT: 800-227-5609, http://www.learningco.com
PRICE: $34.95 (street)
REQUIREMENTS: 2X CD-ROM drive, System 7.0.1 or later, 33MHz 68040 or faster, 16MB of RAM

Put your child on the path to becoming the next Ernest Hemingway (or if you want your young scribe to make gobs of money, Michael Crichton) with this lively writing program that encourages children to tap their artistic tendencies. At a loss for ideas? Travel to strange locales (space, rainforest, desert, and the Pacific Ocean) to explore story subjects. After young artists create their literary wonders, it's time for a visit to the production studio to add original illustrations or choose from a selection of photographs, drawings, music, and sound effects to spice up the masterpiece. Proud authors can present their work in the projection studio.



MANUSCRIPT MANIA spreads like spotted fever in this literary jungle.

GOOD FOR GRADES: 2 to 8

LIKES: "If you have no ideas, you can go to a story land and get an idea." ▪**Hilary**

"In the presentation, when you write a word, [the program] says it, like if you write 'hi,' it will say 'hi.'" ▪**Daniel**

"It was cool because it had animals that played musical instruments." ▪**Traci**

DISLIKES: "It is a little bit hard to play by yourself." ▪**Jonathan**

"I hated the way the guy said my name, and I did not like the way you had to go to a different place to listen to the story." ▪**Justin**

SOUND ADVICE: "I would really improve the computer's voice." ▪**Amanda**

FINAL REPORT: This highly celebrated writing center trains master storytellers.

Zootopia

COMPANY: Lawrence Productions
CONTACT: 800-421-4157, http://www.lpi.com
PRICE: $59.95 (SRP)
REQUIREMENTS: 2X CD-ROM drive, System 7.1 or later, 68040 or faster, 8MB of RAM



SLOW-MOVING ENTRY to the animal kingdom draws snores and snarls.

Fact filled and fun free, this animal excursion seems much more like work to kids who are used to having their data doused with games and puzzles. No, you'll not find any riddles to solve, mazes to navigate, or lost friends to rescue here. Instead, players simply wander around a virtual zoo, clicking on animals to find file cards crammed with scientific info and, if they're lucky, a short video clip of the animal. Although the research is solid, comprehensive, and occasionally intriguing, trolling through it all is by no means a day at the zoo.

GOOD FOR GRADES: 3 to 8

LIKES: "I like the music. The drawings are great." ▪**Jonathan**

"I liked that it was funny." ▪**Amanda**

DISLIKES: "I did not like anything, except the way they talked about animals. It had no point." ▪**Justin**

"I think the graphics in the movies are bad. You can't see well. It's all blurry." ▪**Rebecca.**

"I didn't like anything, because it didn't have any games. It made no sense." ▪**Traci**

SOUND ADVICE: "I would put in more games. Make it have more of a point. Also, have funner stuff to do than just walk around." ▪**Justin**

FINAL REPORT: Pricey program confuses a trip to the zoo with science class.

SimPark

COMPANY: Maxis
CONTACT: 800-33MAXIS, http://www.maxis.com
PRICE: $39.95 (street)
REQUIREMENTS: 2X CD-ROM drive, System 7.1 or later, 25MHz 68040 or faster, 8MB of RAM

In a game that's as addictive for adults as it is for kids, you'll learn on the job how fragile an ecosystem can be as you manage a biodiverse collection of trees, plants, mammals, birds, reptiles, and even people. Being a rookie park ranger in SimPark is hard work, but you can earn promotions and cash bonuses by creating a flourishing plant-laden park for your animals while maintaining a current classification guide of all of your park's species. But show the slightest neglect to your budding park, and you may lose your entire brown bear population to a tragic fire or your prized redwoods to deadly disease. Remember, only you can prevent forest fires.

GOOD FOR GRADES: 3 to adult

LIKES: "The pictures are great, and it has great reality. You get enough money to buy trees, animals, people stuff, and birds or reptiles. You even get email from people." ▪**Hilary**

"I like how you take care of the animals and take care of the park and also put out fires." ▪**Traci**

DISLIKES: "I did not like that the time passed by so fast. I also did not like that for a while the animals disappeared." ▪**Amanda**

"It's hard to make humans in the park. You cannot make the alligators eat the otters." ▪**Daniel**

SOUND ADVICE: "Kill that frog. Give more instructions. Have more stuff to put in your park." ▪**Justin**

FINAL REPORT: Note to parents: If you're nice to your kids, they may let you play with the game when they're done.



LIONS, TIGERS, BEARS, and government funding...all right! Now, get to work, ranger.

Ask Nikki



Curiosity. Everyone knows it really killed the kid, not the cat, it's just that no one was ever insensitive enough to come straight out and tell the truth until now. But, hey, you've got to face the facts: Kids breed more questions than fruit flies in a roadside restaurant's orange juice dispenser, and these questions, if left unanswered, will fester and grow until the child in question explodes. We'd hate to see that happen, so to forestall any spontaneous explosions, we've put together this little question-and-answer column in response to some of the more pressing queries we get from our under-18 readers.

Dear Nikki,

Will you tell my mom that I really need my own computer? She just won't listen to me—even after I told her I'd use it only for educational purposes, like learning more about the buildings in Washington, D.C., by playing Prime Target or finding out how much ammo a human can carry while running through a spaceship in Marathon and, of course, surfing the cool *MacAddict* Web page.

Max

Hey Max,

Thanks for the thoughtful suck-up attempt in that last line of your kind letter, but we accept only cash compliments here at *MacAddict*. (The bigger the bill, the better.) As for your computer quandary, it sounds like you're already handling the situation quite well. What mother would dare argue with such sound logic? Still, if you're looking for a sure-fire mom stopper to round off your list, why don't you impress her with an estimate of all of the money she'll save by *not* sending you to college after you've dropped out of high school to play Warcraft full time. That'll get her.

In the event that your well-reasoned pitch *doesn't* send your mom running off wildly to the local CompUSA, wallet wide open with your Macintosh wish list firmly in hand, you could also offer to buy one yourself. Sure, there are such things as child labor laws that will keep you from pulling the graveyard shift at your local convenience store, but there's no law against mowing lawns, shoveling snow, running errands, washing windows, recycling cans, painting fences, and whatever else your keen business sense can dream up to make money—legally, that is. If your mom won't match your earnings to get you the Mac of your dreams, buy a used one. Until you make your first million as a professional Warcraft player, there are plenty of older Macs out there that should suit you just fine.

(Kids, the next time you have a problem, just write to Ask Nikki, c/o *MacAddict*, 150 North Hill Drive, Suite 40, Brisbane, CA 94005, and I'll help you deflate your crisis before it blows up in your face. For a small fee, that is.) —*Nikki Echler*

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how to make fancy style sheets

Last month, you learned style sheet basics. Now it's time to add pizazz.

Last month, you absorbed the basics of how to create Web page style sheets. Style sheets are the HTML standard for creating styles—you can think of them as being much like the styles used in word processors. You learned how to set up and use a basic *rule,* which applies formatting to every occurrence of an element on a single Web page.

After last month's tutorial, you should be able to use a simple rule to apply formatting such as font family, size, and color to elements such as paragraphs and headers, and you should also know how to compact the code, like so:

```
H1, H2, H3 {color: red;
      font-family: Arial, helvetica, sans serif;
      font-size: 60px}
```

This month, we're going to build on what you've learned. We'll start using the powerful layout capabilities of style sheets to create a simple but graphical-looking Web page, all based completely on text HTML and without a single graphic. By creating your layouts using only HTML, you'll make your pages load significantly faster for your visitors. You'll also pick up a few new concepts along the way, including:

Classes: You can create style *classes* so that styles can be applied anywhere rather than only to certain Web page elements.

Margin settings: You can use pixel-by-pixel margin settings to place blocks of text very precisely. By making text overlap, you can force some words to become a background to other words. (See at right.)

The divider and span tags: You can use these two little-known tags to mark arbitrary sections of your pages for styles.

—Joseph O. Holmes



STYLE SHEETS PROVIDE powerful layout capabilities using only HTML.

Alert!

Only Microsoft Internet Explorer 3.0 and later, and Netscape Communicator 4.0 and later, can successfully display styles. If you use style sheets, all other browsers and earlier versions of those two browsers may render your pages unreadable.

STEP 1 A Classy Neighborhood

Before we start to hack some actual styles, you need to learn about classes. Everything that you've learned to this point lets you create style formatting that can be applied to every occurrence of a page element—you can apply a style to format all paragraphs, say, or all level-one headers. With a simple rule, it just isn't possible to have one paragraph formatted in one style and another paragraph formatted in another style (unless you define each style *within each paragraph tag,* a tedious process and a topic for another day).

Well, it's time to break free, baby. And classes will free you.

A class is nothing more than a style that can be applied, for instance, on a case-by-case basis to some elements and not to others, or even to just a single occurrence of a single element. It's very simple, really: Create a style and give it a name, then refer to the name inside any tag where you want to apply the style. After you define a style class—let's say you create a class called "outrageous"—you can format one paragraph with "outrageous" and not another, or you can format one paragraph with "outrageous" and the next paragraph with a class called "pagebottom."

Here's an example of how the class "outrageous" can be applied to a level-one header:

```
<H1 CLASS=outrageous>Stylish Prose!</H1>
```

Simple, right? Creating a class is just as easy—it's much the same as creating a style. The difference is that, instead of listing the element as the selector, you just name the class—type a period and a descriptive name, like so: `.outrageous`

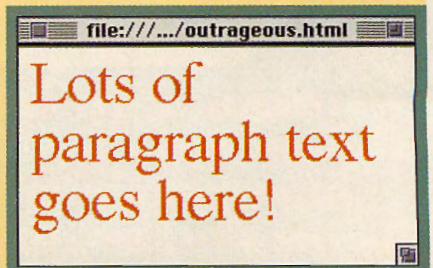
Here's how we defined a class named "outrageous." It does nothing but change the text to large orange type:

```
<HEAD>
<STYLE TYPE="text/css"
<!--
.outrageous{color: darkorange;
                  font-size: 60px}
-->
</STYLE>
</HEAD>
```

And this is how we applied the class "outrageous" to a certain paragraph:

```
<p CLASS=outrageous>Lots of paragraph text goes here!</p>
```

The result is the effect you see on the right:



HERE'S THE ULTIMATE effect of the class that is defined "outrageous."

There's another, less interesting, way to create a class so that the style will be applied within only a specific type of element, on demand. List the element in the selector first, like so:

```
H1.outrageous
{color: orange}
```

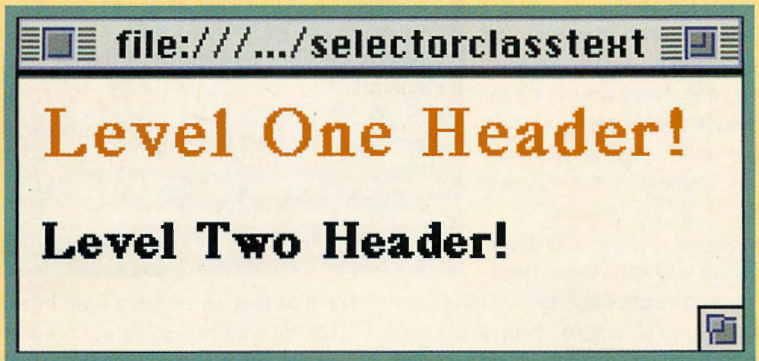
Because we attached the class to level-one headers, the style shows up here:

```
<H1 CLASS=outra
geous>Level One Header!
</H1>
```

but not here:

```
<H2 CLASS=outra
geous>Level Two Header!
</H2>
```

Here's the proof, at right:



YOU CAN USE A CLASS TO APPLY A STYLE to only a specific type of element as you need it instead of to a whole page.

Hot Tip:

Name your classes with a word that describes their use (such as "pagetop" or "eyecatching"), not their formatting ("orangetype"), because the formatting might change.

STEP 2 Take Your Skills on the Road

Try out your class skills by creating a new HTML document with this style definition in the header:

```
<STYLE TYPE="text/css">
<!--
.outrageousorange{color: orange}
.outrageousred{color: red}
.outrageousblue{color: blue}
-->
</STYLE>
```

Put this in the body:

```
<H1 CLASS=outrageousorange>Stylish Orange Prose!</H1>
<H1 CLASS=outrageousred>Stylish Red Prose!</H1>
<H1 CLASS=outrageousblue>Stylish Blue Prose!</H1>
<H1>Unstylish Prose!</H1>
```

In Microsoft Internet Explorer 3.0 and later, you should see the result shown in the screenshot below:



HERE, THREE CLASSES create different styles for the text.

Now let's get to work and make interesting use of classes. Create a page called Backtext Words. First, define two style classes, named "backgtext" and "foregtext." (Note that our names suggest the *use* of the styles—background text and foreground text—rather than the formatting.)

Below is the code for the entire Web page. Type this into a text document, and open it in a styles-savvy browser, such as Internet Explorer.

```
<HTML>
<HEAD>
<STYLE TYPE="text/css">
<!--
.backgtext{color: orange;
      font-size: 60px;
      font-family: "Arial Black", helvetica, sans-serif}
.foregtext{color: black;
      font-size: 18px;
      font-family: Arial, helvetica, sans-serif}
-->
</STYLE>
</HEAD>
<BODY>
<DIV CLASS=backgtext>Backtext</DIV>
<DIV CLASS=foregtext>Foretext style text!</DIV>
</BODY>
</HTML>
```

This is how it looks on the Web page:



USE THE BACKTEXT AND FORETEXT METHOD to create the page we showed you at the start of this tutorial.

With some of this stuff, we're really pushing the limits of the intention of style sheets. For instance, if you place your background text and foreground text in a different order in the body, you may get completely different results—what was your foreground may now be your background. And if you move your background text margin in one direction and your foreground text in another, you'll get yet another result entirely—not necessarily one you expect. There are no standards for these things because styles weren't created to let you move text on top of other text. The lesson? This is all trial and error. Experiment.

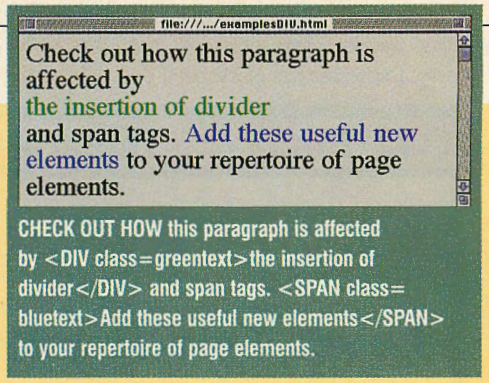
We'll be using this page for the rest of our tutorial, so keep your Web browser up and running, and work with the page in your favorite HTML text editor.

Hot Tip:

If your style won't display in the browser, check to see whether you put semicolons between each part of the declaration. The following rule won't display any style formatting, for instance, because we omitted a semicolon after "darkorange":

```
.outrageous{color:
    darkorange
    font-size: 60px}
```

STEP 3 Divided Highway Ahead



CHECK OUT HOW this paragraph is affected by <DIV class=greentext>the insertion of divider</DIV> and span tags. Add these useful new elements to your repertoire of page elements.

So far, you've seen one limitation of styles: You can apply them to only a standard HTML element, such as a header or paragraph. Now, wouldn't it be great if you could apply a style to an arbitrary section of any page, no matter whether that section happened to be one particular element or if it included many different elements?

Hold onto your hats—you can. The secret is to use only divider <DIV> and span tags. These two tags—and their closing counterparts </DIV> and —when used alone have almost no effect on the contents of the page. They're just markers used to define a section of your page.

A divider tag lets you arbitrarily divide any part of your document into a section so that a style can be applied to the entire section. A divider section begins and ends with a break, just as if you had inserted the break tag
, so it's a *block-level* element. The span tag is similar, arbitrarily dividing sections of text, except it doesn't force a break—in that way, it's like or tags.

In the page of HTML you just typed, notice that we plugged style information into divider markers. On our page, the styles are completely independent of headers or any other element. All the formatting is defined by the style definition.

Because they let you apply a style to an arbitrary part of your page, these two tags are the perfect style containers. Any style you like can be started in a <DIV> tag and ended with its counterpart </DIV>.

STEP 4 Moving Day

Now that you understand <DIV> tags, you're ready to move some text around on the page. Two classes will control the formatting of the two pieces of text in the Backtext Words example above. Get ready to have fun!

Cascading Style Sheets specifications include the properties margin-top, margin-bottom, margin-right, and margin-left. We're going to use margin-top to move a group of text up on the page until it overlaps the other group of text.

The trick is that we'll set margin-top to a negative value.

Switch to your HTML text editing applications, and add this line to the "foregtext" class definition:

```
margin-top: -50px;
```

Here's how the new class definition should look inside the page's header:

```
.foregtext{color: black;
        font-size: 24px;
        margin-top:-50px;
        font-family:  Arial,
helvetica, sans-serif}
```

Hot Tip:

To make the best use of this exercise, you'll want to use Microsoft's free downloadable fonts, provided specifically for style sheet users, at http://www.microsoft.com/truetype/free.htm. If you use these fonts on your pages, be sure to point your visitors to that page as well.

STEP 5 What a Difference a Single Line Makes!



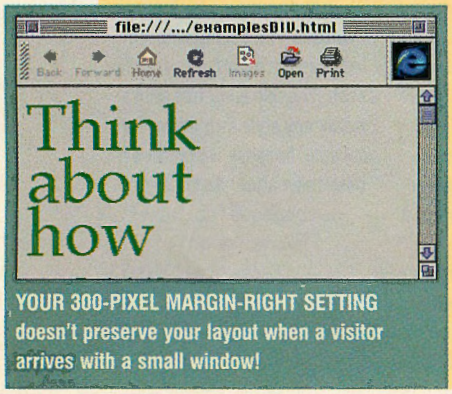
TRY AND TRY AGAIN—that's the secret to placing the text exactly as you want it to look.

Look right to see how your page should look in a browser window. If the text hasn't moved up to the exact location, adjust the margin-top value and reload the page.

It was only through trial and error that we discovered that -50 pixels was just right—we tried everything from -30 to -100 pixels before we got the text placement correct.

Because we're specifying pixels and not point sizes for the margin settings, these settings will fairly accurately produce the same layout on different platforms and monitors. But there are no guarantees that there will be any consistency among different brands of browsers or even with the next version of Internet Explorer. As with all Web page design, you'll have to test your work in a variety of settings or face unpleasant email from unhappy visitors.

Style sheets are a powerful tool for creating imaginative Web page layout, limited only by your taste. (Hint, hint.) You can go crazy with color and margin settings, especially by combining these tools with the tools you already use, such as frames and tables. If you don't believe me, tune in next month, when we'll take these concepts even further, to create more wild and horrible layouts. Until then, experiment!



YOUR 300-PIXEL MARGIN-RIGHT SETTING doesn't preserve your layout when a visitor arrives with a small window!

Hot Tip:

**When you use margin settings to create a very specific layout, watch out! Your visitors can alter the layout by shrinking the size of the browser window. Test your layout with every variety of window—narrow, short, tall, and wide—and use
 break tags to force breaks where *you* want them.**

Joseph O. Holmes, aka Professor Web, would love to hear your tips and questions on this subject or any other Webmaster topic. Address your email to professor.web@pobox.com, but please remember, he can't personally reply to every message.

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The Newton Update
www.newtoninfo.com

THE MACINTOSH E-ZINE
AppleJedi
www.sarcen.com/applejedi.html

FREEWARE ICONS
Iconfactory
www.iconfactory.com

RHAPSODY AND MAC OS INFORMATION
Rhapsody Information
www.rhap.pcreations.com
Daily Mac OS Update
www.dailymac.com

WHO MAKES WHAT—AN INDEX OF MAC AND MAC-COMPATIBLES
The Macintosh Guidebook
www.everymac.com

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ask us your questions

We answer your technical questions, no matter how simple or complex.

When editor-in-chief Cheryl England asked me to contribute a help column for a new Mac magazine she was launching in the summer of 1996, I was both excited and worried. The freelancer in me was excited at the prospect of a monthly check, but I worried that I would run out of things to write about. Boy, was that fear unfounded. In the past year, I've answered over 100 questions in print (see the "Ask Us" archives at http://www.macaddict.com) and fielded thousands of reader emails.

In celebration of *MacAddict*'s one-year anniversary, this month's "Ask Us" attempts to impart as much useful information as possible in my 2,000-word limit. In addition to abbreviated answers to frequently asked questions, I've sprinkled in a slew of tips on how to find the information you need to solve problems and answer questions yourself.

FIND MOST OF THE SHAREWARE and freeware mentioned on The Disc.

Q How do I get the neat utilities you're always mentioning in your column?

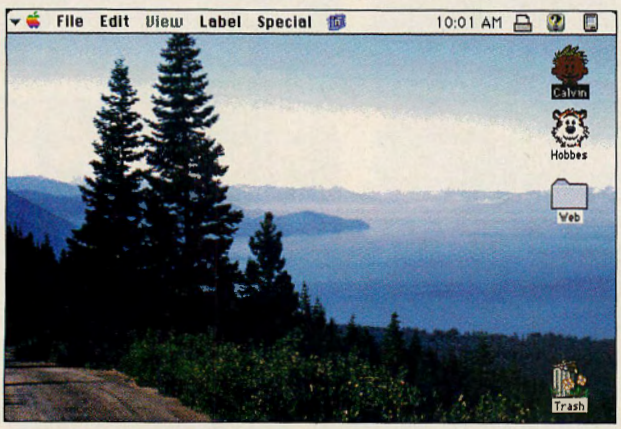
A The freeware and shareware programs are on the CD-ROM that comes with the magazine. Commercial programs can be purchased from retail outlets and mail-order firms.

Q Where can I find this great program I heard about?

A Here are my favorite on-line sources for programs: http://www.download.com, http://www.filez.com, http://www.macsoftware.apple.com, and http://www.shareware.com. It helps if you know the name of the program you want, but some of these services allow you to specify keywords of interest, so they're great if you're looking for a program that accomplishes a particular task.

Q How do I replace the repeating desktop patterns with a single, big picture?

A Mac OS 8 has the ability to display pictures and patterns on the Finder's desktop. If you are using an older System software version, then you can use any number of freeware and shareware utilities to place pictures on the desktop. My favorite remains DeskPicture from Peirce Software http://www.peircesw.com.



Peirce Software's DeskPicture allows Mac users to "wallpaper" the Finder's desktop with full-screen images, not just repeating patterns.

Help Yourself

Go to the Source

The best place to find answers to your questions about a product is from the company that created it. If you don't know how to locate the company, search for it on the Net, but instead of using a generic search engine such as Yahoo, try http://www.companiesonline.com which lists companies that have Web sites, or http://www.bigbook.com which is an online Yellow Pages. And then there are the obvious suggestions: read the manual, call technical support, join a users group (visit http://www2.apple.com/documents/usergroups.html), sign up for a Mac mailing list (I recommend Mac-Wizards. To subscribe send email to Majordomo@cc.gatech.edu. In the body of your email, include the following: subscribe mac-wizards <your email address>), or query a related Usenet group.

Q What's a fair price for a used Mac?

A The United Computer Exchange (http://www.uce.com) lists the average prices for used computer equipment in the United States and is a great place to start when buying or selling used equipment.

Q Why can't I hear audio CDs on my Mac?

A Make sure you have the following files in your Extensions folder: Apple CD-ROM, Apple Photo Access, Audio CD Access, Foreign File Access, High Sierra File Access, and ISO 9660 File Access. If not, download the latest versions from Apple's Web site at http://support.info.apple.com/ftp/swhome.html. If the files are all present, open the Sound control panel and choose Sound In from the

pop-up menu. Make sure Built-in is selected, then click Options. In the following dialog box, click the Internal CD radio button, select the Play-Through checkbox, then click OK. If your Mac uses the Monitors & Sound control panel, you can follow these directions using the Sound control panel located in the Apple Extras folder (not the Control Panels folder), or you can open the Monitors & Sound control panel, click the Sound button, choose Internal CD from the Sound Input pop-up menu, then select the Listen checkbox.

Help Yourself
Visit the Library

Apple's Tech Info Library (http://til.info.apple.com) is a searchable database of more than 14,000 articles referenced by Apple's own support technicians and field engineers, but which is also open to the general public. Some of the notes may be a little over your head, but there's a wealth of practical, down-to-earth information in the library.

Q Why does my Mac keep forgetting what time it is?

A The internal battery needs to be replaced. Desktop Macs typically use a 1/2 AA, 3.6-volt, snap-in lithium battery. Some models (such as the LC series) use a 4.5-volt battery with a two-wire harness and four-pin Berg connector. The earliest Macs use a full-size AA, 3.6-volt battery. Two good sources for batteries are Resource 800 (800-430-7030, http://www.dallas.net/~r800) and your local Radio Shack. For a detailed discussion of many battery issues and installation photos, point your browser to http://www.academ.com/info/macintosh.

Q How do I get rid of type 11 errors on my Power Mac?

A Make sure you're using the most current versions of applications and the Mac OS. (I find Mac OS 7.6.1 to be remarkably more stable than previous versions and, at press time, the beta of Mac OS 8 was incredibly stable.) That clears up more errors than just about anything else.

Q Is there any way to turn off the chord that plays when I turn on or restart my Mac?

A For most Macs, not really. You can insert a 3.5 mm phone plug (two for $2.49 at Radio Shack, part #274-284) into the Mac's sound output port, but this disables the internal speaker. Try the freeware extension called Quiet Start which works on only some late-model Macs by turning the volume to zero at shut down and back to its default after startup.

Q Should I buy an upgrade for my existing Mac or buy a new computer?

A You need to consider your options, finances, and motivation. Is an upgrade even available for your model? Check the ads in *MacAddict* and call vendors selling upgrades (both new and used). They may have upgrades for your Mac even though they don't advertise them. If you locate an upgrade, compare its price and promised performance to that of a brand new, or used Mac. Often a new system will be far more powerful, if a bit more expensive, than an upgraded older Mac. Finally, determine if you really need to upgrade at all. If there's something you want to do or a product you need to use that your current Mac can't handle, then it's time to upgrade. But don't upgrade just because there are faster Macs on the market.

Q Can I can change my Mac's startup sound?

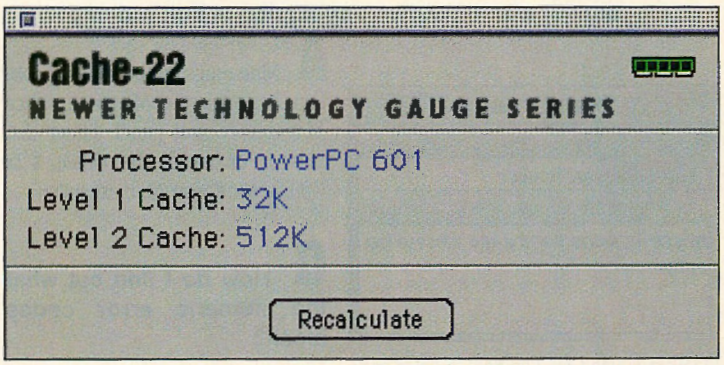
A No. Startup sounds are burned into read-only memory and can't be changed.

Q Will the Mac suffer from "the year 2000" problem?

A As long as your programs use the Mac's built-in date-handling routines (most do), you shouldn't have any trouble using your Mac well into the next century.

Q Should I buy a level 2 cache for my Power Mac?

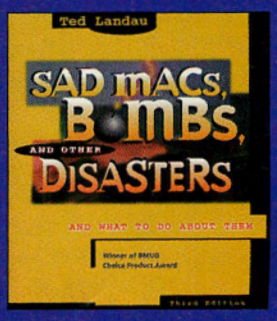
A If it doesn't already have one, yes. Nothing will provide as much bang for the buck. Use Cache-22 from Newer Technology (800-678-3726, http://www.newertech.com) to determine the presence and size of any cache in your Mac. Replacing an existing cache with a larger L2 module isn't likely to increase performance noticeably, however.



Cache-22 is a free utility that displays the type and size of your Power Mac processor and caches.

Help Yourself
Buy the Book

The best book on Mac troubleshooting is Ted Landau's comprehensive *Sad Macs, Bombs, and Other Disasters* (Peachpit Press, 800-283-9444, http://www.peachpit.com). Organized by problem, this 964-page third edition lists symptoms, discusses possible causes, and offers precise solutions—all for only $29.95. Put it on your bookshelf and sleep easier at night.



The definitive guide to Mac troubleshooting.

Q How do I use an external modem if my Performa already has an internal modem?

A Remove the internal modem. Connect the external modem's serial cable to the modem port. Install the external modem's software. Adjust the communications settings of your online software. Done!

Q What can I do to reclaim the memory that applications fail to relinquish upon quitting?

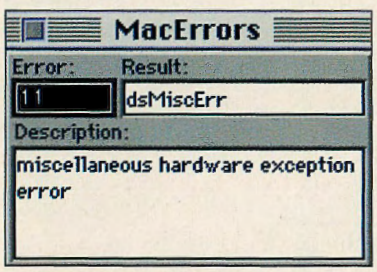
A Try launching E. Kenji Takeuchi's freeware program Mac OS Purge. This will often work. If not, then you'll need to restart.

Q What does such and such extension do?

A Extensions Manager 4.0 (included in Mac OS 7.6 and later) allows you to highlight a control panel or extension and then click the little triangle next to the words "Show Item Information" to reveal detailed information about the selected item. You can also use the shareware program Extension Overload from Teng Chou Ming and Tan Heng Chon or Dan Frakes' shareware gem, The InformInit, available at http://www.AmbrosiaSW.com/DEF/InformInit.html.

Q Why does my Mac say it "can't shut down because an unknown application is still running"?

A Nine times out of 10, the problem lies with the Microsoft Office Manager control panel. Either disable it or install the Office 4.2x Update for Power Mac extension.



MacErrors won't tell you how to solve your Mac problems, but it does explain the meaning of numeric error codes.

Q How do I find out what the numeric error codes mean?

A Use a copy of Marty Wachter's shareware program MacErrors or Dave Rubinic's freeware Easy Errors, but don't expect these to be much help in figuring out what's really causing problems with your Mac.

Help Yourself
Arm Yourself

There are three products I consider essential to any trouble-shooting toolkit: Conflict Catcher, Norton Utilities, and Retrospect. Conflict Catcher from Casady & Greene (800-359-4920, http://www.casadyg.com) goes Apple's Extension Manager one better by automating the process of tracking down inevitable INIT conflicts during startup. Norton Utilities from Symantec (800-441-7234, http://www.symantec.com) is the first thing to reach for if your hard drive acts up—and it will. It has saved my bacon numerous times when I thought my drive was fried. Finally, Retrospect from Dantz Development (800-225-4880, http://www.dantz.com) is the most full-featured backup utility around. If you're not backing up regularly, you're playing with fire.

Help Yourself
Try the Obvious

Call technical support with a problem, any problem, and you're likely to receive the following suggestions in some form or another: rebuild your desktop (hold down Command-Option as the Finder appears), zap PRAM (hold down Command-Option-P-R at startup), trash the preferences file for the problematic program, run Disk First Aid, turn off extensions (hold down Shift at startup), swap out potentially faulty components, and reinstall the software or Mac OS. Why do these obvious suggestions always come up? Because they work so often. Do yourself a favor and give them a shot before calling for tech support.

Q Occasionally, when I restart my Mac after a crash, I notice a folder in the trash named "Rescued items from Hard Disk." What is this stuff?

A With the introduction of Mac OS 7.x, Apple created an invisible Temporary folder at the root level of the Startup Disk. Applications can use this folder for any purpose, but most use it to store scratch documents. If the Mac crashes, open applications don't get a chance to delete these files as they normally do upon quitting. Whenever there is anything in the Temporary folder at startup, it's moved to the Rescued Items Folder in the Trash for you to inspect. Every once in a while you can open these documents with their creator applications and salvage some work that would otherwise be lost, but not usually.

Q Do you think I should defragment my hard drive?

A For most people, the answer is no. The speed improvement is hardly noticeable unless your drive was severely fragmented with little free space available.

Q How do I start up from something other than my internal hard drive?

A If you have a floppy disk with a working System Folder (hard to do with most Macs these days), insert the floppy and turn on your Mac. Or if you have a CD with the appropriate System software, insert the disc into the drive, then hold down C after you turn on the Mac and wait until the Welcome to Macintosh screen appears. If this doesn't work for your CD-ROM drive, or you want to start from another device on the SCSI chain, hold down Command-Shift-Option-Delete at startup which will make your Mac look for another SCSI startup volume, starting with ID 6.

Owen W. Linzmayer (AskAddict@AOL.com) is a San Francisco-based freelance writer and the author of The *Mac Bathroom Reader.* Please submit technical questions or helpful tips directly via email or c/o MacAddict, 150 North Hill Drive, Suite 40, Brisbane, CA 94005.

You Gotta Love a Guy Who Thinks the Bureau of Alcohol, Tobacco & Firearms is a Convenience Store



"Absolutely the best first-person game of the year, bar none...Duke Nukem is the undisputed king."
Boot Magazine

"Gives players something they can't get elsewhere: A hero with an attitude."
Wall Street Journal

"★★★★★" (5 out of 5 stars)
PC Games

"★★★★★" (5 out of 5 stars)
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Computer Gaming World

"A perfect 10!"
Computer Player

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Call for a free catalog or visit our website at www.wizworks.com

System Requirements: Any Macintosh with a 68040 or higher microprocessor, 8MB RAM, color monitor and CD-ROM drive. Also accelerated for Power Macintosh.

powerplay

Shareware author Jeff Vogel weaves a tangled web at SpiderWeb Software.

Teasers



Dark Colony

COMPANY: Strategic Simulations (SSI)
CONTACT: 888-808-4311, http://www.ssionline.com

Aliens are everywhere. In this real-time strategy game, you must fight "gray" aliens for control of Mars. Don't let them get to Earth, man!



Deadlock

COMPANY: Accolade
CONTACT: 800-245-7744, http://www.accolade.com

Deadlock is kind of a cross between Warcraft and Sim City, but it's a disservice to the game to describe it merely in terms of others. In Deadlock, you colonize a planet and have to build enough infrastructure to crush the other races trying to colonize at the same time. We became completely hooked on the alpha version—we imagine the company will remove that Debug menu before release <g>. Lion Entertainment, which did the port, completely reworked the interface to conform to Mac guidelines.

FIND THE SHAREWARE Exile I, II, and III on The Disc.



Postal

COMPANY: Running With Scissors
CONTACT: http://www.runningwithscissors.com

Parents, you won't want your kids to play this one. That said, it looks to be a completely funny game. Postal features 3D characters on top of 2D art in a definitely violent scenario. Check out the Web site for additional giggles.

If interactive, graphical adventures such as Secrets of the Luxor and Shivers leave you wishing for more interaction and adventure, try a role-playing game. The price you pay may be graphical sophistication, but the games make up for that in sheer depth. One game in particular has us staying up until 3 a.m. because there's "just one more" thing to do: Exile, a shareware game from Jeff Vogel's SpiderWeb Software.

As an exile, you've been banished from the Empire to a complex of caves. Other exiles have made a society of towns, farms, and outlaws. In Exile I, you meet people who give you the opportunity to strike at the heart of the Empire that exiled you. Five years later, in Exile II, the Empire takes revenge: No more people are exiled, and Empire troops are ravaging the caves. In addition, the Vahnatai have woken from a 1,000-year slumber and are a bit peeved that humans are eating all the mushrooms in their native caves. Exile III places you near the entrance to the Empire. You must scout the surface world to see if it's safe for the exiles to return.



Jeff Vogel

We chatted with Jeff Vogel to find out how he makes his games so tasty. *—Kathy Tafel*

MA: Will you create an Exile IV?

JV: No. Exile IV would do well and make a lot of money, but I couldn't stand to make it. There are several locations that I keep designing and redesigning for each new game. I couldn't wake up in the morning and get out of bed knowing I had to redesign the Tower of Magi for the fourth time.

There is a force greater than evil in the universe: procrastination.

MA: Which takes you more time: programming or developing the story?

JV: Most of the time is spent on plot. Even with a sophisticated interface such as Exile III's, there's a massive amount of work that goes into adding enough detail to make a convincing world. Just writing the dialogue for the Exile games took the better half of forever—it contains enough text for a good-size novel. I considered being a writer but never thought I could sit down and write so many words. I look at Exile, which is all those words and programming on top of it—what was I thinking?

MA: What are you working on now?

JV: My next game will be short scenarios in the Exile world: not one huge epic mission but three smaller missions. I don't feel like I have the creative juice saved up to do anything really big and new. Of course, it will be good enough to get people to pay the shareware fee. I want these missions to come out before the end of the year because I'm excited about the next game.

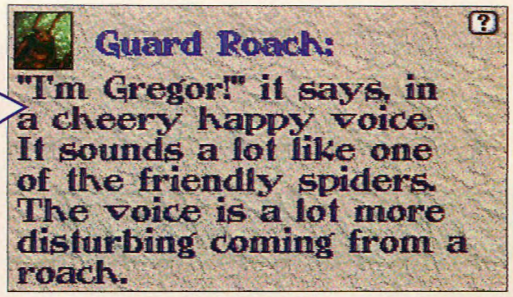
MA: Which will be about...

JV: Anything new requires a good deal of forethought. There will be a completely redesigned engine—revamped and much more modern-looking. The Exile games have many things about the interface that are unsatisfactory. For instance, the play area does not expand to fill a large monitor. In addition, I want to make the world 3D. Not 3D in the first-person Doom sense but from an out-of-body view—partly from above and at an angle. I want the world to be actually 3D. So you'd walk into a three-level house, climb up to the roof, and use a fly spell to get up to the floating cloud upon which the giant's castle is. Or have a dungeon that, instead of being 64 x 64 spaces in one level and one space high, is 20 x 20 spaces and 20 levels deep, with most of your movement up and down. It would have a weird, vertiginous feel to it. There's a much greater variety in the sorts of situations I can throw at you. At the same time, it should maintain the depth of plot, story, and dialogue that made the Exile games so popular.



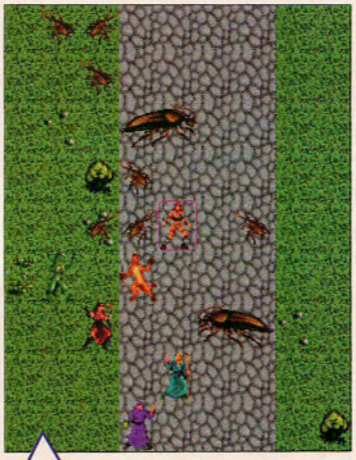
AS THE SPLASH SCREEN SHOWS, Exile III begins with you emerging from the caves, looking down at the fertile lands of the Empire. Better watch out for those slimes.

MUCH OF THE "ACTION" IN THE EXILE SERIES happens in dialogue with people in the game. As you perform more feats of heroism, more townspeople "hear of you" and are willing to tell you secrets.



EXILE'S INTERFACE PROVIDES easy access to all elements. The action window shows you what's happening. Here, we see a party about to be eliminated by an ogre mage and demon. Damage from fireballs, blood, and treasure left by the dead remain in the landscape.





OUT ON THE SURFACE, other monsters are the pests. One quest in Exile III involves eliminating an infestation of giant (and we mean giant) roaches. Yuck.

MA: Does your pet spider talk to you?

JV: The Giant Intelligent Friendly Talking Spiders will be in every game I ever write. They're one of my long-running jokes.

GIFTS: Hello. Tell her about us.

JV: *Shh. I'm on the phone.*

GIFTS: No, give us flies.

JV: *Shh, stop it.* I've run table-top role-playing games, such as Dungeons and Dragons, for my entire life, and they're in every game I run. My friends are all terribly appalled by them.

GIFTS: No, they're not; they think we're neat.

JV: *Shh.* They're my favorite thing.

MA: Why sell games as shareware?

JV: Shareware is awesome. Shareware has long had this reputation as a place where people release slapdash product. If you wanted to make a living in shareware, you'd have to upload to thousands of bulletin board services and spend hours and hours just trying to get noticed. Things have changed. Thanks to the Internet and World Wide Web, you can get an almost immediate turnaround. Post on Usenet, and if it's a worthwhile product, you'll start getting feedback right away, including the most flattering and beautiful kind: a credit card number or a check.

MA: How do you get people to pay?

JV: The best way to encourage a shareware fee is to limit your program in such a way that people are paying for more game. Don't leave it to the honor system. The reason I limit my games is not because people are dishonest. In general, people are wonderfully honest, good, and kind. But there is a force greater than evil in the universe: procrastination. People don't register because it's an inconvenience to go to the phone, call, give a credit card number, talk a little while. If you take the nag screen approach, eventually the game will end, and then the player will never be irritated by a nag screen again. They'll delete the game from their hard drive, and I never get my fee. Role-playing games are better suited for the "one-third for free" option.

MA: What's so great about shareware?

JV: I can look at myself in the mirror and think, "Every dollar I got was from someone who knows they like the game, who got to try it out." There's an inherent integrity to the process. You really have to be focused on quality.

Find SpiderWeb at http://www.spidweb.com.

more Teasers

Ronin



COMPANY: Big Fun
CONTACT: 770-454-6770, http://www.bigfun.net

Although we here at *MacAddict* love to poke fun at Java (see Shutdown, p112), in this instance, it's pretty groovy. Ordinarily, you probably wouldn't be able to play this Japanese war sim. But because Java is cross-platform, you can play Ronin right now. You don't have to pay for the game, but special characters will be distributed as "trading cards"—you can either pay for them or capture them in battle.

Star Control III



COMPANY: Accolade
CONTACT: 800-245-7744, http://www.accolade.com

Star Control has two parts: an arcade space melee and an interactive adventure. You'll want to master the art of war before you venture into the other part of the game. Although you want to try diplomacy first, sometimes those aliens don't understand the meaning of "no." The other races are quite amusingly rendered in animatronic animations.

Virtual Wings



COMPANY: Cat III Systems
CONTACT: http://www.cat3.com

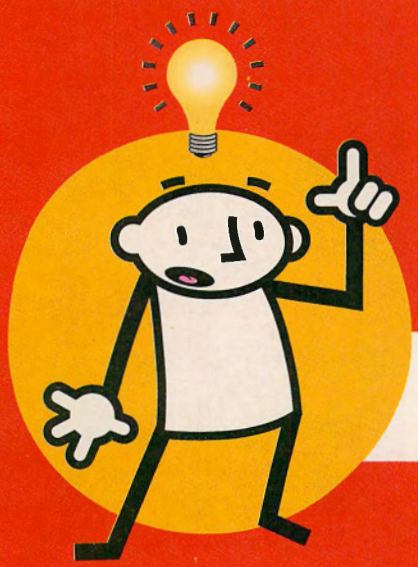
This yummy flight sim is superrealistic and takes advantage of 3D hardware, too! Every control is configured just like in a real plane, and if you have multiple monitors, the controls wrap around you on the screens. Cat III is a German company, so the game is not in stores, but you can order it over the Web.

Mac ADDICT

Max's Guide to Buying Mail Order

You're at home, you're a Mac fanatic, so of course you're reading your favorite magazine, ***MacAddict.*** Your friends insist you should go out more and get a life, but you would rather sit in your comfy armchair and read about the newest and coolest Mac products.





As you're reading, you get an idea (you know that you have an idea because there is a lightbulb above your head). You decide that it's time to buy a new monitor. ***MacAddict*** has a great selection of mail-order ads, so you decide to browse the mail-order section to find the best price. You let your fingers do the walking and you're ready to place an order.

Now here's the tricky part. Are you paying attention? You pick up the phone, dial the 800 number in the ad, place your order, and you mention ***MacAddict.***

That's right, make sure that you mention ***MacAddict*** whenever you buy mail order. Why? Because Max said to, that's why. After all, it is Max's guide to buying mail order and he gets to make the rules.





Now you've gotten a great deal, done your shopping the easy way, and now you can take some time off and hit the beach!

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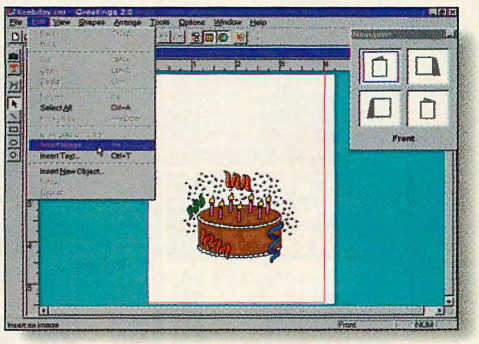
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Why is Greetings 2.0 free?

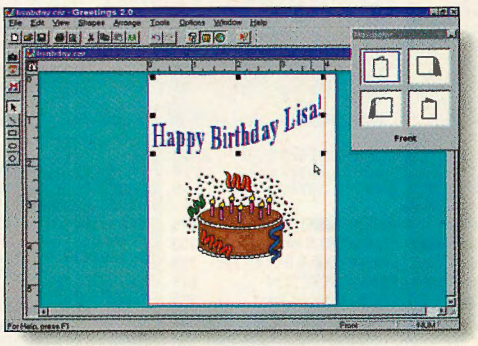
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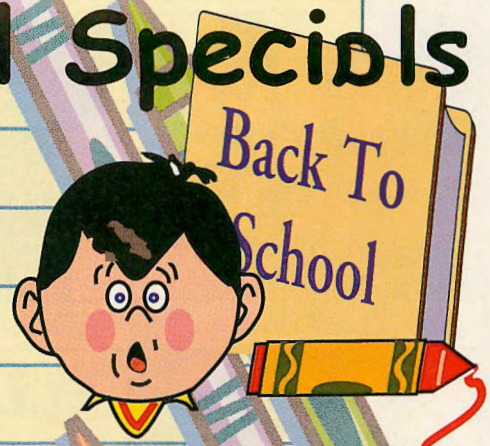
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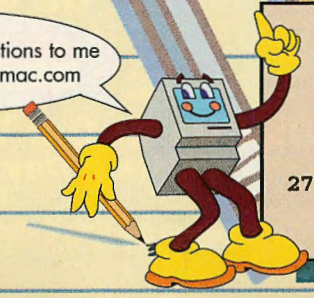
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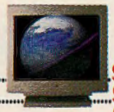
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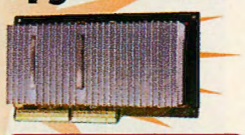
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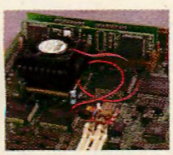
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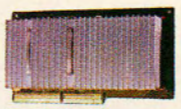
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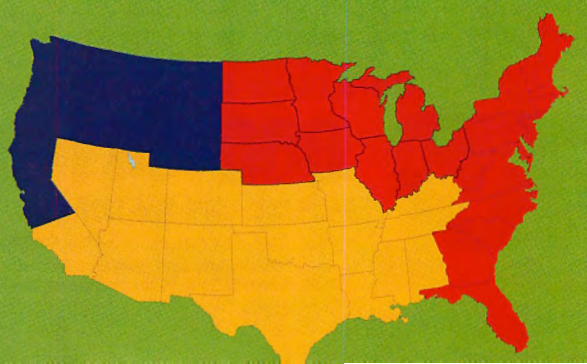
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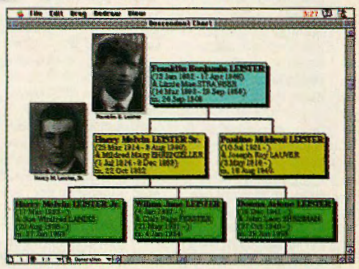
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Sure, attention span is one of the first faculties we lose as we enter our twilight years, but when you're Giblet Amelio, the head honcho of a multimillion-dollar company such as Apple, there's no excuse for not adjusting the sharp focus before making important business decisions, especially after faux pas like these:

- Confusing the phrase "killer apps" with "killed apps." *Sayonara,* Cyberdog.
- Mistaking the decision to "hire four" engineers as "fire more" engineers.
- Mixing up OpenDoc with Openstep.
- Hearing the board's demand "We need to break even, now" as "It's time to breakdance; get down."

A CHANGED MAN

Whether you believe Bill Gates is evil or just misguided, there's photographic proof that he's gone to the devil at http://web2.airmail.net/km/bgates.gif.



Scream II

"These people are really scary. Even the fact that I am writing this column gives me pause. Do I really want to get them mad at me again? It makes me want to hide in my cave until reinforcements arrive," complained Stewart Alsop in an online column for *Fortune* magazine on being "MacAttacked" by Mac evangelists. Stewart, do you like scary emails? Do you know where your PC is tonight?

Aaaah, ha, ha, ha, ha, ha.

ALTHOUGH ELEPHANTS FEAR MICE, THEY DO JUST FINE WITH TRACKBALLS.



Doodle by Mark Simmons

Woo-hooey

"IE4 will deliver WUI," said Microsoft Product Manager Dave Fester in a *New York Times* article discussing Internet Explorer 4.0's Web User Interface. More amazing than this feat of "true Web integration" was Fester's ability to repeat the acronym WUI ("wooey") several times without laughing.

News of the Weird

Samples from the day's top stories as listed on the MacSurfer's Headline News for May 14, 1997:

- "Developers Warm to Apple's OS Plans"—Wired News
- "Developers Cautious About New Apple OS"—Associated Press
- "Apple to break even by September, top exec predicts" —@Computerworld
- "Apple to stay in red longer: Losses expected to continue into fourth quarter, SEC filing says"—CNNfn

(Note: The above confusion can be explained by Apple's new cost-cutting measures, which now require the public relations department to call just one reporter and ask him or her to "pass it on.")

SALE UNDER FALSE COLORS

Identity.Net (http://www.identity.net) normally sells vanity email names for $10 a year, but it offers a special "public service" for Microsoft employees wishing to express their alter egos online—free use of the domain name evil-empire.com.

We think they've *earned* it, however.

The Bitter End

Before the Internet came along, disgruntled employees needing an outlet for their aggression were forced either to write bad country music or to pick off innocent fast-food customers with high-powered rifles. But that was then. For a modern day, non-violent example of employee hostility, check out Greener Pastures at http://www.europa.com/~elephant/hmm.html, where you can watch Now Software's employees disappear one by one by one.



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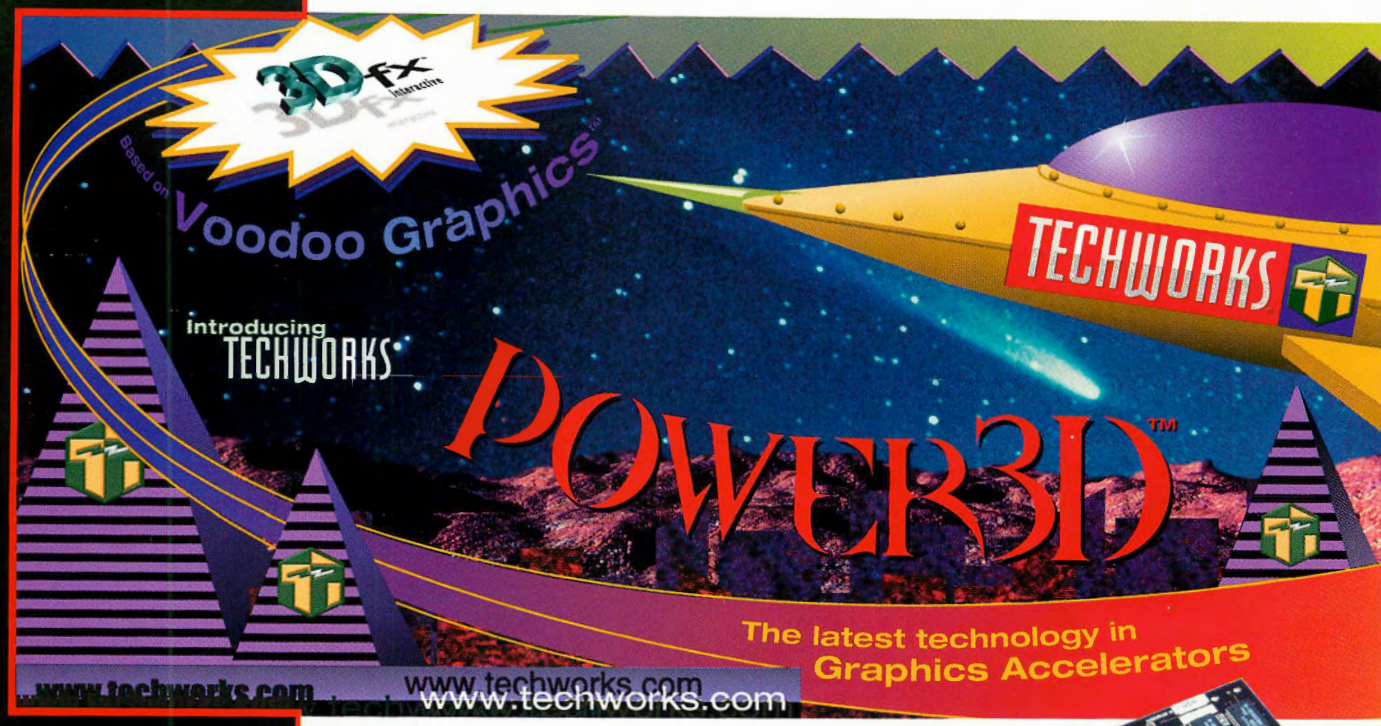
It's true that Java applications must be 100 percent pure Java to carry the official 100 Percent Pure Java Certified logo, but those developers on the road to purity who seek marketing support now can claim that they are 100 Percent Pure Java Pending, according to Questions & Answers with Hal Nunn at http://www.javasoft.com/pure_period.htm. Other "100 Percent Pure" campaigns have followed suit. Expect to see the following product slogans pending approval:

100 Percent Pure Florida Orange Juice Pending...Arrival of Trucks From Georgia

100 Percent Pure Energy Pending...Discovery of Cold Fusion

100 Percent Dolphin Free Pending...Removal of a Few Fins

100 Percent Pure Chewing Satisfaction Pending...Removal of a Few Loosely Attached Teeth



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